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THE SHORTHORN IN AMERICA



October
1921

American Shorthorn Breeders' Association



Courtesy Monson Heber Estacion, Juan Jackson, Uruguay

Monzon Jenny Lind, Reserve Champion and Monzon Maid, Grand Champion, Exposition de Camponatos, 1920



Courtesy C. A. Branson, Cadiz, Ohio

Photo by Hildebrand

*A Farm Boy Developed Under This Environment Has a Decided Advantage.
There is a Touch of Quality*

There is a Winning Way

From far out on the plain near the border line of Colorado and Wyoming, many miles beyond the accepted western boundary of the cornbelt, one may journey eastward across Nebraska, Kansas, Iowa, Missouri, Illinois, Indiana and Ohio and eastward still, into New York and Pennsylvania, among cornfields of near-boundless area and enormous yields all along this twelve hundred mile course. The northern extremity of this corn producing region is lost beyond the Canadian frontier and the southern boundary is defined by the breakers that run inland from the Gulf of Mexico. Not all of this expanse is devoted to maximum corn production, but throughout most of it corn is the main crop reliance.

It has been an exceptional corn year. Many cribs are already filled to overflowing with the hold-over surplus of the preceding year. Corn there is in such abundance as we have not known in a score of years. Yet, as its golden yield expands in volume its market value declines. Only disappointment awaits the grower who transports his corn to the elevator. He will have no joy in the process.

But there is a method of marketing which if applied will assure a doubling up of prevailing prices to the grower and add to his resources otherwise. This method is known as "marketing on the hoof," a plan adaptable to any farm whether of limited or extensive acreage; one that commends itself to all corn producers. There is the stover, the silage, the stalk fields, the unused pasture and hay, all unsalable or of low market value.

Good livestock—Shorthorns— will turn these products to profitable account and place the disheartened corn grower in the way of prosperity; for the waste growth of his land will acquire a value; his acres will be enriched. Corn will provide the weight and fatness that have recognition always at the market places.

The abnormal days incident to the war are no more. Mixed husbandry must have its safe and useful part in farm operations, affording the channel through which the products of the soil, of which corn is chief, may be marketed from year to year with certainty of a margin of profit. The investment costs favor the buyer. There is no other way assuring the same measure of cash return and permanency.

THE EDITOR.



Courtesy W. C. Rosenberger & Sons, Tiffin, Ohio

Cloverleaf Royal, a Grand Champion Winner

The Basic Value of Calf Clubs



Courtesy Frank W. Perry, Windsor, Mo.

"I'll Take Milk. What Do You Say?"

The county agent had been around that day to see John about enrolling in the Calf Club. Together John, his father and the county agent had inspected the calves on the farm and two or three of the neighbors' places. On advice of the agent they had ended the day by buying a little roan calf from one of the neighbors for \$50. That evening John was thinking the matter over pretty seriously, and finally he said, "Dad why do we have to go away from home to find a calf good enough to feed in a steer feeding contest? Why don't we raise that kind ourselves?"

At a county breeders' association meeting in a south central Iowa county not very long ago, the writer was puzzled all evening by the strangely familiar appearance of the chairman. When the meeting was over and the county agent introduced us, the chairman said, "I know you whether you remember me or not. I was in the first calf club you organized in this county. That calf club experience was what started me out as a breeder and in community work."

At a meeting of Shorthorn breeders in an eastern Iowa county last spring, on going over the membership list it was discovered that one-fourth of the total membership of some sixty odd were either former calf club boys or fathers of such boys who had started in the business through the boys' membership in a Shorthorn calf club.

Scarcely a day passes that the writer does not run across some young fellow

By Rex Beresford

Extension Professor, Animal Husbandry
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actively engaged in farm bureau, community, education or livestock breeding work whom he has met before in one of the calf or other livestock clubs. In a southern Iowa county not very long ago, the county agent remarked, "The president of my best township farm bureau organization was a knocker two years ago. His boy for some reason or other had taken little interest in the farm or his father's business. We got the boy into the calf club and because of what it did for the boy, we got the father into our organization and hard at work."

Instances of this sort could be multiplied by the hundreds. They but illustrate a few of the reasons why beef clubs of various sorts have been able to live and grow continuously in Iowa for the past nine years. A good deal of fun was poked at the writer nine years ago when he attempted to start the first baby beef club in the state. It was suggested that it would be a fine thing if it would work, but that the chief difficulty was in getting it to work. In some communities that difficulty still is present, however, it has been proven that a calf club can be made to work. So, my present belief in calf clubs is founded on what the clubs have done for the boys, for the fathers, for the communities, for the breeders and for the state as a whole.

The calf club has been variously characterized to the writer by various men. It has been called the most altruistic piece of educational and missionary work in which a breeder or a breeders' organization could be engaged. With equal vigor, it has been dubbed a 'skin game,' started to make a market for inferior calves on the hands of the men promoting the club, and playing the boys for suckers."

Between these two extremes there are various shades of opinion. After having had considerable experience with calf clubs of various sorts, the writer is not inclined to quarrel over any of these expressed opinions, for he has seen practi-

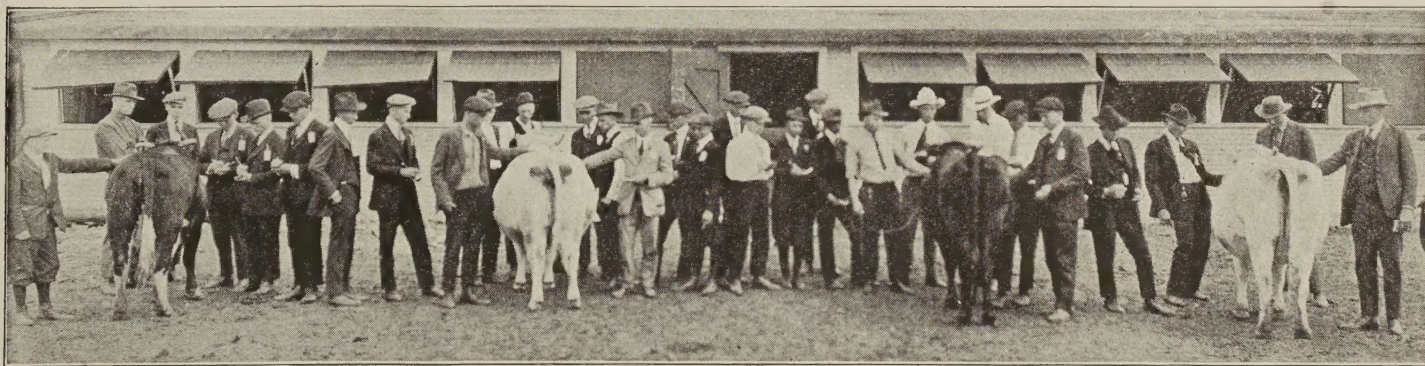


Paul and Floyd Christian, Celina, Ohio, and Their Polled Short-born Heifers

cal illustrations of most of them. To the credit of the breeding industry, however, be it said that the cold blooded attempt to "blue sky" the boys have been very few and far between.

As with every other experiment, calf club organization has been largely a matter of "cut and try." No plan has as yet been evolved that will give 100 percent satisfaction in every case, nor is such a one likely to be discovered. The writer does not know what kind of calf club is best for all communities. He doubts in fact if there is any such. Local conditions should determine largely the sort of club to organize, or determine whether or not any club should be organized. In some places the market calf feeding club or baby beef club will accomplish everything possible or necessary in the way of promoting better feeding, stimulating interest in better stock and better breeding, and working improvement in the livestock, as well as giving the boys the experience they need, just as well or perhaps better than a purebred heifer club would do. In others a purebred club will do better than a market club and at the same time leave in the community purebred seed stock and form the foundation for new herds. The needs of the community, the experience of the boys who will be engaged in the club, the sort of stock available and a good many other factors will determine the kind of club that should be started.

There are various opinions as to how a club should be started. A plan that



High School Boys at Work Judging Shorthorns at Oklahoma A. and M. College, Stillwater



Iowa Shorthorn Breeders' Picnic in Rookwood Pasture, Ames, H. O. Weaver, President of the American Shorthorn Breeders' Association, and the Judging Prizewinners, Josephine Garden and Paul Oldsen in Center

will work in one community may not give satisfaction in another. Hard and fast rules cannot be laid down. As a general thing it has been our experience that with baby beef clubs, if the boys are given proper assistance by the breeders in the community, they may be left to buy their own calves. This is the plan generally followed by the baby beef clubs in Iowa. In a few cases it has been necessary for the club organizers to bring in a number of calves from the outside and apportion them by lot, in order to have a sufficient supply of calves of desired quality. This situation has not been a general one. The more experience any community has with baby beef clubs, the greater the interest and the more help the boys will have in finding suitable calves for the club. The average quality of the calves as they start on feed in a county where they have had four or five years of experience in club organization, will be easily 50 percent better than those of the first club started. Not only this but it is usually a good deal easier to find a better quality of calves than it was to find even the more common ones at the start. Not long ago a prominent breeder in central Iowa remarked to the writer, that the best bull customers he had this year were the farmers whose boys were in the calf clubs the last three years.

With the purebred calf clubs it has been our experience that the boys have a much more even chance if the calves are purchased by a committee in as uniform a lot as possible. The calves are then given an individual appraisal considering both pedigree and individuality and then distributed to the boys by lot; the boy taking the heifer he draws at the price at which she was appraised. Usually, where this plan has been worked, one or more men will come back the second year with the statement that their boy did not draw good enough heifers and that they cannot come back into the club again unless each one is allowed to pick his own calf. Usually such complaints are easily handled, as they were handled in one club in eastern Iowa. The complaining father had about the second best herd of cattle in the county and he figured that by giving his son the pick of the herd he could be sure of winning the contest. It was shown to him that there was at least one other

herd in the county that could beat him as far as he could hope to beat the other boys, and that the contest if handled as he wished, could not be a contest of skill in feeding, fitting and showing the heifers, but a contest in the judgment and the financial ability to pay for the best calf at the start. Where a uniform bunch of heifers have been selected and their appraisal has been made, the lot system has given the best satisfaction with our purebred heifer clubs. No club can hope to be a success if the men engaged in organizing and promoting are doing so solely or primarily, with the idea of marketing surplus heifers without considering the effect that it is going to have on the boy and on the community.

The writer does not believe over much in the sort of purebred calf club that winds up with an auction where every calf must go through the ring whether the boy wishes to keep her or not. Too many boom prices are likely to be paid, high averages made and an entirely wrong conception of the real business of growing and marketing purebred cattle engendered. The speculative tendency in most of us needs no encouragement. The purebred heifer club should be a means of founding herds of better cattle and starting boys into the breeding of good cattle rather than making speculators of them. There are times probably when it is necessary to hold a club sale. The fewer such occasions arise, however, the better.

Our experience has been that one of the chief difficulties in handling calf clubs has been that of making the breed-

ers and those interested in the club promotion realize the absolute necessity of following up the club work. No club has as yet been successful, no matter how well organized at the start or how good the quality of the calves, or how much prize money was hung up for the finish, where the boys were started out with their calves and little or no attention paid to them until the finish of the contest. Constant help and supervision of the right sort is what makes a really effective calf club, if the proper start has been made. We have found where the clubs can be grouped by communities or townships, and some competition secured between such clubs within the county, that it has given splendid results. For instance; one county club at its final show at the county fair has a long prize list of the best groups of six head shown by individual townships. This has had the effect of creating interest and rivalry in securing a large enrollment of the right sort of boys, and in finding the best calves for the start and in encouraging the boys through the season to do their very best work. At the wind-up of the contest, enthusiasm and rivalry runs high and the club show attracts more attention than any other single feature at the fair. We have found that in our state contest, the showing of the groups of 10 head of calves from competing counties is doing more to improve the quality and quantity of our state show than any other feature. There is nothing like friendly and healthful rivalry to promote enthusiasm and improvement. This rivalry between townships or counties does a



Members of the Klamath Falls, (Ore.) Agricultural and Livestock Club

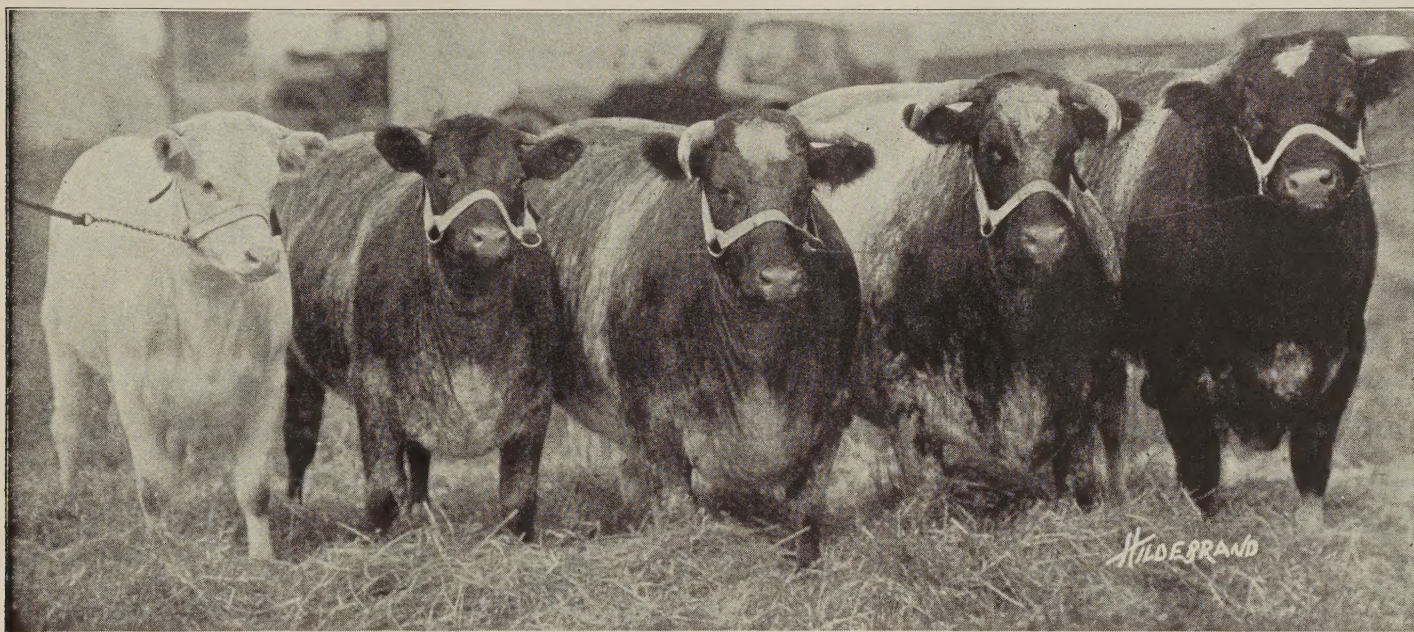
great deal toward stimulating the boys and even more toward stimulating the breeders to give the boys the supervision and help, without which the boys cannot hope to compete successfully with other communities where they do get it. No county club leader or county agent, however competent and industrious can alone handle a really successful calf club. It takes the help of interested breeders who are willing to spend a little time and effort to encourage the boys. There is nothing like an occasional visit from a man whom the boy recognizes as a successful breeder to keep up that boy's enthusiasm, to help him correct his mistakes, and to encourage him to do the thing that may

happen to be necessary to get the best results with his calf. Official club leaders are necessary in making a club a success, but it is the amount of work and encouragement furnished by the man in the lines that really produces the results. If a successful club is to be staged no breeder can expect "George" to do it and get the results.

A good calf club properly staged and given the publicity it can secure at the county show and perhaps at a state show gives the livestock and breeding interests of a county more of the right kind of advertising than it can secure with ten times the money spent in advertising in almost any other way. More than one Iowa county has been put on

the map in the eyes of the rest of the state, by showing what they have been able to do with their club exhibits at their county and state fairs.

If I were to try and summarize the value of calf clubs, I would say that a good calf club whether baby beef, purebred heifer, or a bull club, arouses general interest in better beef cattle, helps found more purebred herds, creates a demand for more and better purebred sires, and attracts more attention from the outside to the breeding interests of the county than any other single piece of work that a breeders' organization can attempt. No other agency can do so much for a calf club as can a live breeders' association properly appreciative of its opportunities.



Courtesy S. G. Eliason, Montevideo, Minn.

First Prize Graded Herd, North Dakota Fair, 1921, Including the Grand Champion Female, Lady Clara 9th

What a Study of Many Herds Revealed

By G. A. Laude

Humboldt, Kans.

Author of "Kansas Shorthorns"

It seems quite natural that two years spent in studying Shorthorns in a leading livestock state of the central west would give one a good idea of the conditions which make for success. This is especially true if the history of each herd is learned and considered. In gathering data for the recently published story of Kansas Shorthorns I had the pleasure of visiting more than four hundred breeders who gave me the details of their operations, more fully perhaps than such details could otherwise have been obtained. While some of the things I learned are not for publication because no possible good could come from such publicity there is much that if imparted to others might serve as a help toward attaining success and as a beacon light, warning against the rocks on which many beginners and some older breeders have found their aspirations wrecked.

It is an established fact that the majority of men who engage in the breeding of purebred cattle do not succeed in the true sense of the term. I feel quite sure, however, that the greater number, even among those who do not attain true success, do make more money out of an investment in Shorthorns than they would have made out of any other cattle investment. If this is true they have at least made a partial success of their work and it is an encouraging feature of the business to note that some who bought a few Shorthorns with only the amount of money they could make as their objective, have seen a vision of better things and have taken up the big job of making their product better every year. These men are to a

certain extent losing sight of just how much cash they can get out of the deal and are making their first consideration the production of as good an animal as possible and the furnishing of their customers with seed stock that will make permanent improvement almost certain for them. They have transferred their activities from the pursuit of a purely financial proposition to one of high ideals and their work is as a rule, a life job.

Kansas like all other Shorthorn states has many such breeders. It is true that the greater number of these men are not prominent either in the nation or over the state, but they are a power for good wherever they are located.

It may be interesting to note that the men who have been and now are the permanent breeders of Kansas are first of all, farmers. They did not as a rule start as Shorthorn breeders, but they made the initial purchase with the ob-



Courtesy Hague & Girtton, Fairfield, Iowa.

Daughters of Six Leading Sires and Representing Eight Popular Strains, Retained as Future Matrons in the Revelanta Farms Herd

ject of having a cow from which they could raise a better calf than anything they had hitherto been able to produce. If they succeeded in so doing they became enthusiastic and added to the herd by saving the heifer calves and sometimes by the purchase of more females.

It is a rare exception to find a herd backed by enough years of existence to call it permanent, that was not founded in a small way by the purchase of comparatively low priced cows. The men of money and those of credit who in the start made large purchases or who bought high priced stock in considerable numbers and with a whole herd began learning the business have tired of the game or have become the victims of financial embarrassment and but few remain to be counted among the state's breeders.

The man who buys Shorthorns and who may incidentally mate a cow, but who is all the time watching his chance to unload, is not a true breeder and he can not become a permanent fixture in the business nor can he for any continued length of time command the confidence of the public. Along with the readjustment of prices now going on we see speculation largely eliminated and the interests of the real breeder will again be cared for. "Slow but sure" applies with special force to the beginner with purebred cattle, for instead of plunging into a line of work which he has not learned and taking charge of a large herd which he is not qualified to handle, he begins slowly—learns as he goes, finances his operations from his sales, all the time placing his business on a solid basis.

History is replete with names of men, who, beginning in a small way, very frequently with only a single animal, have built up herds of enduring national and state prominence. Kansas has numbers of such men and they have, every one, pursued the same course. With them "conservative" has been a watchword and the slogan which led to their triumph over time. Time is the great bugaboo to the average young man, who regrets that he hasn't money enough or sufficient credit to buy, not one cow or heifer for that would be much too slow, but a lot of cows, a whole herd, so he may be classed at once as a breeder. No, verily, the permanently successful breeder of Kansas did not buy a herd, just as the permanently successful breeder of the future is not going to buy his herd. The men who conquer time and win themselves a place in the gallery of Shorthorn fame buy their seed stock. They learn as the herd increases and as the ability to properly handle their stock comes to them, they sometimes make an addition by purchase, not to sell it again to some one else at a profit, but to make their own herd better.

These are some of the things I have had demonstrated so many times in the past two years, that I am compelled to accept them as facts and advocate the lessons taught being put into practice even though some of my real friends think I am almost cranky on the subject. The truth of the statements made finds such abundant verification among Kansas breeders that the reader will pardon me if I refer to some examples of Shorthorn herd building and submit

them as evidence of the correctness of the principle that becoming a successful Shorthorn breeder requires neither much money or previous knowledge of the business.

Twelve years ago a Jackson county farmer bought a cow of a neighbor. She was a substantial animal of fair size and she was a good milker. I did not learn the price paid, but judging by conditions then prevailing I am quite sure she did not cost more than one hundred dollars. From this purchase he has sold more than five thousand dollars worth of stock and he has twelve cows left. But that isn't all. He has been milking his cows during all this time, thus securing additional income. It is true, his cows do not weigh 1,500 pounds each nor would they be selected as suitable additions to one of the crack herds of the country, but they are a very excellent lot of farm cows bred for generations from good ancestry and are easily capable of raising bulls that should improve the quality of the cattle in the surrounding country. Cows of this class on every farm in Kansas would add immeasurably to the state's wealth and to the bank account of the farmer, yet this result was obtained from the purchase of a single cow for not more than one hundred dollars and within twelve years of time.

Let us go down into Edwards county, just on the border of the range country in southwestern Kansas, and see what a small investment in Shorthorns can do there. The reader will admit without argument that the man who can form his own herd alone, hold annual

sales on his farm with but little expense, selling each year thirty-five to fifty head, including all the bull calves not sold privately and whose output was good enough to sell for an average of considerably above one hundred dollars last April, is an unqualified success and a real Shorthorn breeder. This herd exists and was founded by the purchase of two cows in 1903 and two cows in 1904. Nothing more was bought except herd bulls and the total investment made during the low times must have been less than five hundred dollars, yet from this modest investment made seventeen years ago, this farmer and his sons have sold many thousand dollars' worth of stock and have one of the big herds of the state on their farms. I am also glad to mention that this firm had some very excellent calves on exhibition at the big Wichita show in 1920.

A half century ago a young Irishman landed in Brown county and by some means secured a splendidly watered piece of land. Seven years later he bought a Shorthorn cow at a local sale for a hundred dollars. She must have done well for after three more years he bought four other cows at a little higher cost, also securing a good bull. No other purchases were made except herd bulls, yet this old gentleman, now and for a good many years in active partnership with his son, has produced a herd of such outstanding excellence as to call forth the highest praise of all who see the cattle. How much stock has been sold from this farm in the past I can only conjecture, but I know that the magnificent big farm and the elegant improvements speak far more loudly than would any figures I could give. It will also be of interest in this case to note that recently six or seven cows of choicest modern breeding and splendid merit have been added to this fine herd, but even they are not one whit better than the fifty or more big, smooth cows already on the farm that are descended from the small investment made forty years ago.

Thirty-five years ago a Shawnee county farmer who was a good cattleman and who had several sons in whom the instinct was well developed, went to a neighbor's sale where he bought a Shorthorn cow for eighty dollars and a bull for a hundred dollars. We take it for granted that they did well, for in

less than three years there were a dozen females on the farm and a new bull was bought at a forced sale for twenty-five dollars less five percent off for cash. This bull was fairly good and was considerably used and as might be expected with but fair results. The next bull was an outstanding good one, but he was eight years old and was secured at but little above beef price, yet his calves soon were in demand at from two to three times the price that had been received for the calves before. A few years later a new bull was secured and he not only developed into an attractive show bull, good enough to win second place at the American Royal, but his calves became the leading prize winners in the entire Missouri river country. The name of this firm became a household word in Shorthorn circles. The original cost of all purchases made had been paid back many times over and an excellent big herd was on the farm. New female stock of choicest quality and of the most approved modern breeding was added and bulls that have been able to attract national attention have

been in service. If today the leading breeders of America were mentioned the name of this Kansas firm would be found very near the top. Yet their methods were the same as are those of all the successful breeders of the state. 'Conservative' is still the watchword and attention to detail is as much or even more practiced than in the early days. The big farms and herds of Shorthorns all come from the small investment made thirty-five years ago.

I have given four concrete examples of successful Shorthorn breeders and their herds in Kansas and I could give many more. The reader will notice that the underlying principle which made for success was the same in each case. It was a small beginning, self-financing which led to great results.

I am very sorry that I am unable to write the story of the big beginning that became a big and enduring success, but as I found no case which I could find to illustrate that theory I am forced to cover the mantle of charity over the plunger and the speculator who has been with us, but whose methods were not such as to stand the test of time.



Courtesy J. N. Ross, Shelton, Nebr.

Photo by MacDonald

Bapton Cherry Star, a Study in Compactness

The Breeder's Opportunity

By General Executive
F. W. Harding

The past twelve months have witnessed a decline in prices paid for Shorthorn cattle as in other businesses. The decline has varied in degree, but in few cases indeed have sales failed to develop encouragement for carrying on. In other cases sale results bear favorable comparison with the past two or three-year period when the worth of the offerings are taken into account together with changed costs. But third rate cattle when put up for sale have

only been an object lesson—meager opportunity rests with such for profit or extension of the business—that the road lies in another direction.

These are times for a cutting and eliminating process together with castration or vealing of a part of the bull

caif crop. Too much importance cannot be placed on the work of extending the use of Shorthorn bulls for crossing and grading up, but the kind that will bring favor in this field are not the cull purebreds. The milking capabilities and inheritance should receive special attention and be insisted on in the purchase or retention of cows and heifers to do permanent service in the herd, if the Shorthorn is to remain the most profitable type of farmer's cow—an enviable

situation now generally held in this and many other countries.

Through the sire, however, lies the greatest opportunity relatively for working improvement and it is regrettable that too little care is observed by many owners of registered herds to continue in use in the herd bulls capable of siring stock that is in demand. I think it is fortunate from the standpoint of the widest field that can be considered in the matter of blood lines and tribes that little regard need be given to selecting a bull of a popular selling tribe for with our long-time accustomed columnar form of pedigree the tribe counts most in the cow and very little in the bull, resulting therefore in the greater importance resting with the degree of merit and color in the individual to be considered with the value of the breeding of the close-up ancestry named in the four

generations of the top sires in the pedigree form in use.

In the course of a recent meeting of the Board of Directors representing an important livestock exposition sentiment developed in the direction of relatively increased prizes and number of classes for males compared with females. Is there not sufficient merit in making such a revision in our livestock classifications at shows generally as to make such a change from our present ratio of prizes probable of enactment in the near future? The breeder's opportunity here lies in anticipating increased incentive and opportunity in the direction of production and exhibition of bulls as a feature.

I have mentioned color. Five years, including two years of the war period when exporting was at a standstill,

United States breeders of Shorthorns sold over 500 head for shipment to South American countries; not a large number compared to the whole produced and sold in various other channels, but nevertheless important from several standpoints. Reds and good roans only were wanted. We do not hear of those colors being objected to no matter what use Shorthorns are put to. Therefore there is reason for care in this matter of color. There is opportunity for the producer of Shorthorns in various ways locally, possibly sometimes through the county agent, to acquaint men with the merit and value of the Shorthorn. Assistance in this plan for broadening out the Shorthorn breeding business comes within the line of work of the American Shorthorn Breeders' Association field representatives.

Back Among the Spectators

By Frank D. Tomson

"Ye ken th' time o' day? Th' lads 'ill be bringin' in their entries f'r th' judgin' soon. We'll be gettin' a better seat, where we c'n see th'm when they come leadin' th'm in, an' watch how they hold th'm. It's fine t' see th' lads wi' their calvies a' washt and combed, an' wonderin' how they're goin' t' feel—a bit trembly long before they git t' their places ye c'n bet—an' afraid their calfie is goin' to twist an' turn an' start awa hame. It's a bit o' responsibility th' lads are feelin'—an' nane too shoor o' theirsils.

"D'ye see 'em yonder, throo th' door, on th' ootside? It's Jamie y'r gran'son t' th' left, ye see, mither, wi' th' roan steer, lookin' his soberest, th' lad. I ha' na doot he's thinkin' a bit hard th' noo, but it's a gran' calfie he's leadin', a feeder's kind he is, a real doer. Jamie needna' be ashamed t' hold him nae matter how many th' ithers—he's a gran' calfie. They're lettin' 'em in th' gate, ye see. Soom o' th'm 're pullin' back and soom 're coomin' fo'ards, givin' the lads a bit o' worry. B't they're gittin' in line th' noo.

"Ye're sittin' comfortable, an' so ye c'n see? Look at th'm, near forty o' th'm, an' here's Jamie, ye see—ah ye're already wavin' at him. He's a fine lad that. It's a busy job he's got, gittin' his calfie a' placed—an' nae fergettin' where th' judge is standin' a' th' time. It's j'st a bit better th' calfie is on th' one side than the ither. Jamie knows it. Ye see him twistin' 'im a bit? A showman, th' lad 'ill make—th' way he's doin' wi' th' calfie. Look, look, th' judge's found 'im a'ready—ah, he's a gran' calfie. Look at th' lad—happenin' t' be right at th' place where he's needin' t' be. He hae na' forgot how I showed 'im th' ither day—ah, he's a likely lad, Jamie. Now th' judge is workin' th'm a' over, th' rood an' the ord'nary, they hae t' do it.

tho' fr'm th' distance they c'n see that a lot o' th'm hae no show—the poor little lads, but it's good trainin', it's th' way



Courtesy T. A. Harris & Sons, Lamine, Mo.

Violet's Choice, a Gentry Product of Much Merit

they hae t' learn. They hae na' all got th' gran'faythers like Jamie's. Ye're laughin' at that, but manny's th' winner I've held that wouldna' won, but f'r th' way I held th'm. Ye need na' laugh, it's Jamie knows who trained 'im.

"Here ye see, th' judge is back t' Jamie's calfie again. He canna leave 'im alone. See th' lad turnin' th' head t' th' left to'ards th' judge while he's feelin' 'im. It's th' way t' do it. Now watch 'im, th' lad, j'st happenin' t' be turnin' th' head th' ither way wi' th' judge on that side, an' seemin' t' be fixin' his legs under 'im, an' th' judge not mindin' his movements. Ah, Jamie's th' lad. There ye are, look, he's leadin' 'im up t' th' head—somewheres—ah, next t' th' top—it's a gran' calfie, that,

they canna beat 'im. See, he's c'mparin' th' one next t' 'im, feelin' 'em both over careful. He's a gude judge, that, he knows a beast. Are ye watchin' Jamie, th' lad. Ah, y'r face is twitchin'. I sh'd ken ye're watchin' 'im. Here's y'r han'kerchief—twas in y'r pocket on this side. Ye couldna' fin' it. Th' judge's walkin' th' two a' th'm—an' wi' Jamie in th' lead. It's a burly calfie that's next t' 'im. Jamie needs t' be showin' his ain calfie well—an' he is that. I c'd wish 'im less c'mpetition. It's nae ord'nary c'ntest. They're goin' 'round once again. See th' roan, how he steps along goin', then comin' back. Thick he is, an' such flesh he is carryin'. It'd be a blin' mon who'd nae see it.

"Ah, th' judge, he's left th'm there by theirsils an' he's lookin' th' rest over. I wonder—what he's thinkin'—wi' Jamie's calfie lookin' that—d'ye see 'im, th' judge, turn 'round then quick like an' gie 'im a look, an' d'ye notice Jamie was haein' his halter a' right pullin' it where he should be pullin'? Is it th' seats that's th' matter, it's hard t' sit that still here? C'n ye see which it is he's pointin' oot? M' glasses is that dusty—'r somethin', 'r is the light gettin' worse. It's cloudin' 'up, maybe f'r a rain. Wha' d'ye say? Is he placin' 'im noo? Is it Jamie that's goin' t' th' top, ye say? Ye canna tell yet? Ah, ye hear that, th' mon said th' roan won the class, it's Jamie wi' his calfie, mither, he won—ah y'r face is that wet wi' th' tears. Ye sh'd be happy th' day. Now I c'n see th' better mesil'. Here's ye're 'kerchief, I'm throo wi' it. Look quick, it's Jamie wavin' th' blue ribbon at us. Throw 'im a kiss, th' lad. It's a gran' calfie he was holdin'—but he dinna fergit t' hold 'im, the lad."

We Are On a Stable Basis

By F. M Rothrock

Spokane, Wash.

There is an old saying that "everything that goes up must come down." At times one is rather forcibly struck with the truth of this old maxim. The most general application of this law in recent times is the rapid ascent we all experienced during and following the war and the terrific coming down most of us have done within the past year. I do not know of anything that is more convincing argument for engaging in a conservative and legitimate business, conducting it without the element of speculation and keeping on the safe, sane and gradual upward grade all the time. It seems to me that is what the Shorthorn business has been in the northwest. There was, I think, very little speculating, and I know that our prices remained very conservative. Therefore, we have not had so far to fall, though of course things are not as rosy just now as they were. But notwithstanding the depression which exists at the present time, most of our Shorthorn men in the northwest are still in business and are not even noticeably financially embarrassed. This is proof, I think, of the stability of the business.

The very interesting feature of Shorthorn development out here is its constant and consistent growth. It doesn't seem to flare up one day and drop out of sight the next, but it surely and steadily grows larger and larger. In a survey, made by the State College of Washington, of breeding operations in this state, it was found that 140 men were engaged in the breeding of pure-bred Shorthorn cattle, while ten were breeding Herefords and three were breeding Angus. This rather conclusively proves to the unbiased that the

Shorthorn is adaptable to conditions in Washington, and I feel that if a survey were made of other northwestern states about the same ratio would be found to exist. Now that means something, and if it means anything it means that Shorthorn cattle have been found to be the most useful and profitable cattle to breed and that is perhaps partly because we do not need cattle that can stand starvation, as our country produces plenty of good feed and water for Shorthorn cattle to thrive on. (We never make the claim out here that Shorthorn cattle are adaptable to a country where feed and water do not exist.) In the next place, the farmer or cattleman can always go into any herd of either pure-bred or grade Shorthorns and find whatever good milk cows he needs, and finally many of our range men that are using other beef breeds practice using Shorthorn bulls every three or four years in order to keep up the size of their cattle. It seems to me these are the main reasons, and, indeed, are sufficient for the popularity and predominance of Shorthorn cattle in the northwest.

The depression in livestock values that we are experiencing, I am quite certain, will have a wholesome effect, as it has and will continue to cause a large expansion in Shorthorn trade. There has been a good demand for females at moderate figures, which means that there are many farmers who can now see that there are unusual money-making possibilities in entering the Shorthorn breeding business on the present levels. Another rea-

son for this expansion in trade is the large amount of surplus hay and feeds that are in the northwest territory this year, which can only be profitably marketed through livestock. There is a growing tendency among our farmers from specialization to diversification in their farming operations. As this tendency increases there will be greater demand for cattle and as the Shorthorn cow is essentially the farmer's cow it is only natural that the demand for Shorthorns should be continually on the increase.

Business has not been the best in the past year, especially in the marketing of our bulls. It has been hard to get the value out of the bull because the range cattleman was so exceedingly hard hit. Many of them simply were unable to buy bulls and in many instances were forced to in-breeding. However, the law of action and reaction will assert itself and the time will come when these men must have bulls, because the cattle business is not going to be allowed to perish. There are evidences that a better bull market is in sight. I know of one man in Montana who has been using his own bulls and now sees the danger in this practice and the necessity for discontinuing it. As a consequence he will want thirty-five Shorthorn bulls next year. All in all, it seems to me we are around the corner and that the future holds out promise to us. We are engaged in a business the fundamental and essential character of which cannot be challenged. It is one worthy of our best efforts, one which has been remunerative in the past and will be sufficiently remunerative in the future.



Courtesy W. C. Rosenberger & Sons, Tiffin, Ohio.

First Prize Graded Herd, Illinois State Fair, Including the Grand Champions Cloverleaf and Cloverleaf Darling

What Shorthorns Mean to Me

In this progressive age in which all industries are organized, the farmer has been somewhat slow, but he, too, is now organizing calf clubs, Shorthorn clubs, etc., in order to create an interest in improved and better livestock upon the farms. Now I am just the wife of a Shorthorn breeder and do not fully understand all of the finer points of the Shorthorn breeding business. However, by association one unconsciously absorbs a certain amount of knowledge in the course of twenty-five years of raising Shorthorn cattle. It seems to me there is no good reason for any farmer to raise just common, ordinary grade cattle when he can establish a purebred herd, get better prices, and have the satisfaction of having good-looking cattle upon his place. Furthermore, it costs little or no more to feed and maintain them than grade cattle.

About six years ago when Mr. Shallenberger was elected to Congress, he concluded he would have to sell most of his Shorthorns, as he could not be at the ranch to superintend and look after the breeding business. So all but a few were sold at a sale at South Omaha, and for a few years, grade cattle largely took their place upon our ranch; but, after having had the Shorthorns for so many years, it was impossible for me to become interested in the common stock. Again, Mr. Shallenberger has a fine herd of Shorthorns and we like to go to the ranch and look them over and select the winners. Then, too, I find it most in-

By Mrs A. C. Shallenberger
Alma, Nebr.

teresting to go to the annual sales and meet the breeders and see the farmers showing such intense interest in the quality and character of the cattle; and also many women attend the sales and



Courtesy Hudson & Sons, Mason, Ohio

*Edgewood Fairy, with Record of
12,274.3 Lbs. Milk and 611.04
Lbs. Fat in 12 Months*

some take a great interest in the detail of the pedigrees and families of the breed. A few women who own fine herds come and bid on the better offerings. The remarkably high prices which purebred cattle have brought during the past four or five years have repaid the perseverance of the pioneer breeders.

The growth of our stock shows during the last decade at Chicago, Kansas

City and Denver, where I have attended, has been most wonderful. In fact, the competition at all leading stock shows is very keen and the blue ribbons are no longer easy to win.

When my husband and I came to Nebraska in the "eighties," the quality of the cattle was very poor, and I know it is the pure blood that has been introduced by the Shorthorn and other cattle breeders that has worked such a marvelous improvement in our herds; and we are yet in our infancy in fine herds in Nebraska. I know that to make farming pay we must get better returns from our crops than it is possible to realize at present prices for grain or hay. The good livestock is our surest and best market for our feed and forage. We just shipped two four-year-old cows to market, a purebred Shorthorn and a grade. Both were sold off the grass, and had been fed the same way for a year past. The purebred outweighed and outsold the grade so much that she brought more than twice as much for beef at Kansas City. Even a woman can see that it pays twice as well to grow the purebred stock, even for the market.

I think I can say that the Shorthorns have shown me that good cattle are much more interesting as well as profitable upon the farm. Good food is always first in the mind of a good housekeeper, and Shorthorns mean to me good beef, good milk, and good prices with which to purchase other essentials.



Courtesy Hague & Gilton, Fairfield, Iowa

This Trio Was Selected as Herd Foundation Material, Daughters of Rodney (red), Villager (white) and Gainford Marquis (roan), of the Clipper, Marigold and Kilbean Beauty Strains, Bred to Village Knight, Villager's Coronet and Marshal Joffre, Respectively, or Dropped Calves to Such Service

Shorthorns Gain Favor in Colorado

By A. G. Cornforth

Elbert, Colo.

President Colorado Shorthorn Breeders' Association

As one travels through Colorado, in the mountain sections as well as the long plains stretch in the eastern part, it is gratifying to see the advancement being made, in the better grade of cattle that is being raised, both on the ranch and range. Colorado has always had a reputation of producing feeders and stockers of superior breeding, but with thousands of ranchmen and rangemen in the past few years, using registered Shorthorn bulls, they are now producing cattle of greater scale and of an earlier maturing type.

It has been said by many cattlemen in the past that the Shorthorn was too large to rustle and do well on the range, and especially in the mountain districts but from close observation and what one will see on the Denver market, as well as the great number of Shorthorn bulls being used throughout the west, this has not proven true. Now the cattlemen are breeding to Shorthorn bulls that are not only further improving their herds, but adding from 150 to 200 pounds more weight per head, which is a great item whether the price is high or low.



Courtesy Buchanan & England, Bridgeport, Ill.
Royal Dreadnaught, Grand Champion, State Class, Illinois State Fair, 1921

Since a great deal of the range country has been filed on (homesteaded) and fenced up and many other large holdings have been sold and cut up into smaller places, of from 300 to 1,000 acres, the Shorthorn has largely taken the place of other breeds, they being more docile, easier to handle, make better use of feed consumed and are superior for milk to other beef breeds. Many cattlemen are milking a few cows of the Shorthorn type and are receiving from \$6 to \$10 a month per head, for the milk products. The "Divide" country of Colorado, comprising a portion of three counties, an area of about twenty miles square, produces a million dollars worth of milk products annually, of superior quality. This is produced from cows of which over 90 percent are Shorthorns. The sires and grandsires are of the beef types. In this section there are some thirty herds of registered Shorthorns of which only one is of the milking type.

In a recent extended trip through the state, taking in the San Luis, San Juan, Montrose and Gunnison valleys, I talked with many farmers and ranchmen who have started or intend in a limited way, to do some dairying and the majority claim "the Shorthorn as the farmer's cow" being good on the scales and at the pail.

The demand for Shorthorns has been extremely good considering the deflation in all lines. Many have put in a few registered females at the reduced prices and others adding to their already small holdings, they are after the good individuals, with the better top crosses.

On investigation one is surprised to find so few registered Shorthorns for sale, the constant demand for from one

to half a dozen head has kept the breeders of Colorado well sold out on their surplus.

One thing that the majority of breeders of the west can be commended on, is the disposal by altering the undesirable bulls at an age of under a year old. This has been the means of supplying better sires and putting the breed on a better foundation.

The demand for color of Shorthorns in the west runs more to what our South American breeders demand, a dark roan or red. The white is not sought after, and the light roan is not much in favor.

Many Shorthorn calf clubs have been started in the last year or so and being in close touch with them from start to finish, I am pleased to say that the success has been very marked. The encouragement to the coming generation for the Shorthorn has been very gratifying besides waking up and opening the eyes of many parents to what improved stock will do.

The Shorthorn has proven to be the best range and beef animal and the extra weight at two or three years of age looks very good to the breeder, especially at market time, as that means profit.



Courtesy John Wild & Son, Milton, N. Dak.
Max Mill Victor, a North Dakota Grand Champion

How Often Shall the Knife be Wielded?

Major E. N. Wentworth

Armour & Co.

Falling purebred prices have forced many breeders whose cattle were purchased at high values, to study the problem of getting proportionate returns out of their investment. All kinds of remedies have been suggested, some of them valuable, most of them, worthless, to realize profits on high-priced stock. The average cow can raise only a limited number of calves, and her years are quite likely to be restricted if she has been submitted to the full fleshing needed for a show record or a long sale price. On this account, about the only recourse the breeder has is to get top prices for his young stock, since the productive possibilities of his breeding cows are restricted.

But prices are not easy things to control. The obvious method of maintain-

ing high levels in Shorthorn prices is to cut down the supply, and advocates of more rigid selection of young bulls and heifers are always prominent when markets falter or break. Such people point out the excellent results obtained by Clydesdale breeders in Scotland, who have about 300 stallions licensed for public service, while thousands of well bred desirable males are gelded annually. The standard of selection is so high that prices of \$10,000 to \$15,000 are common, prices of \$35,000 to \$47,500 have been paid, and an offer of \$150,000 for one horse, Dunure Footprint, refused because the price did not exceed his

yearly earnings. This horse's standard service fee is \$500 and he is mated to approximately 300 mares annually. The Clydesdale, therefore, is a classic instance of the results of wielding the knife sternly and discriminately. Cattlemen who advocate this policy believe that the war price levels can be maintained or even raised by careful selection.

It is questionable whether such a result is most desirable for the breed, even though it might help temporarily the men who have spent large sums on foundation stock. The future of Shorthorns does not depend so much on the success of fifty or a hundred large breeders producing highclass show and sale stock as on the fifty thousand or five hundred thousand or five million farms on which Shorthorns may some-

day be the means of converting farm feeds, roughages and wastes into marketable product. True these hundred breeders must exist to carry forward the pillar of Shorthorn progress, and to produce the sires needed by the breeders of "farmers bulls" or better, but the market for Shorthorn stock lies in the American farm and not in men who can expend large sums for cattle in the hope that they can create something better. Both types of Shorthorn supporters are necessary, but prices result from the activities of the former while progress results from the activities of the latter.

If, by reducing the supply, prices are maintained at a point satisfactory to the latter type of breeders, they will be beyond the reach of the general farmer, since his returns are grounded in the market. Consequently the general farmer will either see no advantage in purebred cattle and will discard them, or he will replace them with animals whose prices are more nearly in line with market demand. Fortunately Shorthorn men are more thoroughly alive to this than most classes of breed-

ers, and they have followed market fluctuations in the price of cattle quite exactly. The degree of exactness can be seen by comparing the animal sale averages, below, of Shorthorns with the average value of native steers at Chicago, during the years 1900 to 1920.

If every change in the price of native steers produced a proportionate change in the price of Shorthorns, the relation could be considered perfect or 100 percent. Calculating this in the foregoing shows that the relation is 91.28 percent of perfect. Herefords calculated in the same way prove to be only 85.79 percent of perfect, and Aberdeen-Angus only 80.3 percent.

Without a doubt this result is due to the fact that the Shorthorn breeder has kept the farm market more closely in mind than have the breeders of other kinds of cattle. Just why this is true is difficult to say, as every breeder naturally tries to get as much money as possible out of each animal sold. The most logical reason lies in the fact that the bulk of sales are made to farm breeders, and farmers follow market

price changes very closely in buying breeding stock.

What relation does this discussion bear to the unsexing of more breeding animals? Merely this, that farmer breeders in general already follow the market in the purchase of their breeding stock, and base their values very largely on the material points of conformation, quality and fleshing, rather than on the immaterial ones of pedigree and fashion. It is no longer easy to sell a purebred "scrub" just because he has a long pedigree. Farmers in general appreciate sire values quite closely in terms of the market. The artificial maintenance of high price levels by the castration of more males and the slaughtering of more females is more certain to drive the farmer to other breeds than to raise his estimate of Shorthorns. The 1921 model farmer has been studying marketing, and his appraisal of a bull in market terms is quite likely to be more accurate than our 1921 model breeder, who is trying to gain a profitable return on his dollars invested in 1918 or 1919.

Year	1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920
Natives ..	\$ 56	\$ 54	\$ 61	\$ 50	\$ 51	\$ 51	\$ 53	\$ 57	\$ 63	\$ 66	\$ 67	\$ 64	\$ 76	\$ 83	\$ 87	\$ 88	\$ 94	\$109	\$138	\$145	\$130
Shorthorns	277	281	260	174	101	140	145	160	147	159	188	163	177	220	193	223	392	425	482	623	592
Ratio	4.9	5.2	4.3	3.5	2.0	2.8	2.7	2.8	2.3	2.4	2.8	2.6	2.3	2.7	2.2	2.5	4.2	3.9	3.5	4.3	4.6

The Prevailing Farmer's Attitude

By C. B. Steward

Red Cloud, Nebr.

I heard a man express the opinion that the breeding of purebred livestock was being overdone; so many purebred cattle were being produced that the supply would exceed the demand for a long time in the future. However, I could not remember that this man had ever been induced to take part in any progressive movement that had as its object the improvement of conditions intimately connected with agriculture. I chanced to remember also that the particular county in which I live has about thirty percent purebred and seventy percent scrub sires on the farms producing commercial cattle. This county is not backward in this matter, but can very conservatively be considered above the average in this regard. The truth is that the production of purebred cattle is subject to the same economic laws that govern every other industry. For a few years prices of all commodities were climbing higher and higher. Many unfruitful investments were made in various commercial lines that seemed to promise big dividends in a short time. As the prices of purebred cattle soared upward there were no doubt many men attracted to the business by visions of still higher prices. Close observation revealed the fact that the real breeders and farmers of sound business judgment kept their feet on the ground and sold the cattle they felt they could spare. These men are still raising good stock and finding it profitable to do so, even though values are on a much lower level

than they were a year or two ago. Men of this class are the mainstay and support of every business. They follow a definite system through a series of years, be they lean or fat. These men are breeding purebred cattle as a part of their farming system, and not on a speculative basis.

When good purebred bulls can be bought, as they can now, at a very cheap price, some men continue to use a scrub bull on the theory that cattle are too cheap to justify the small additional outlay necessary to secure a good purebred sire. On the other hand, the



Courtesy Reuben Wilkinson, Edinburg, Ill.

*Iron Rose, 1st Prize Calf Club Entry,
Illinois State Fair, 1921*

careful business farmer finds that he must economize in every way possible in order to show a profit at the end of each season. This man knows that the use of a purebred bull enables him to produce more economically because the calves from a purebred sire mature at an earlier age on less feed than the progeny of a scrub. They are more attractive when sent to market because they dress a higher percentage of choice cuts, so this man practices economy by putting more money into the initial cost of a bull.

I find many more stock farmers that are enquiring after purebred stock with a view to laying the foundation of a purebred herd while it can be done without a very large outlay of cash. The agricultural colleges and experiment stations and the livestock press are constantly calling attention to the fact that the purebred sire is an economy in the process of production.

We need not fear an over production of good stock, but rather we should be concerned as to whether we will be able to supply the demand for good stock that is increasing from year to year. This past week I attended our county fair. The best and largest cattle exhibit that they have ever had was on hand. Never before was there so much interest shown in the work of the judge and the interest of a large crowd of farmers and stock men never waned till the last ribbon was tied. A noticeable feature of the exhibit was the num-

ber of new herds represented. These new breeders were farmers who have founded purebred herds as a part of their farming system. This is one of the encouraging features of the business and right here we should recognize the importance of the influence of the so-called plain bred or Scotch-topped cattle as paving the way for better livestock.

The conservative farmer could not be induced to invest in Scotch cattle at the high prices prevailing for such sorts during the past few years. These plain bred cattle are, as a rule, good beef animals and also good milkers. Now this dual-purpose quality is what appeals to the average farmer, and so he will invest in a class of cattle that can be bought at what he considers a reason-

able figure whereas he never would make the start with the high-priced fashionably-bred cattle.

And who shall say that his judgment is not right, for he is improving the beef-making quality of his cattle and at the same time he is increasing the size of his weekly cream check, which is a big item in the economical management of the average farm.

Question any farmer as to his reasons for turning to the Shorthorn as his choice in the building up of a purebred herd. He will invariably reply that Shorthorn cows are better milkers than other beef breeds and at the same time do not suffer any by comparison as economical meat producers.

For this reason we find that these good, dependable American-bred families that have been modernized in type by the top crosses of good Scotch bulls are the favorites of the American farmer today. The farmer of today will admire the beautiful animals that are exhibited at our state fairs and livestock exhibitions as approaching perfection in beef type, but when he goes out to buy cattle to put on his own farm he inclines to the doubledecker type as best suited to his needs.

The consistent support of the farmers of this country is what has stabilized the breeding of Shorthorns through periods of business depression and maintains the Shorthorn as the most popular breed in the world today.

Increasing the Yield Through the Silo

By A. L. Haecker

Lincoln, Nebr.

Anyone driving through the country this year is impressed with the wonderful corn crop which is found in most of our corn-growing states. Corn, corn, forever corn. This wonderful plant of giant grass, certainly king among our farm crops, is now forecasted to yield the American farmer three billion bushels.

It has been pretty well demonstrated that 40 percent of the food value of the corn plant is found in the stalk and leaves. This means that the corn plant will yield not only three billion bushels of grain, but also more than two billion equally valuable bushels of good, digestible stock food, provided it is conserved.

It is unfortunate that our farmers have been so slow to realize the value of the silo as a means for saving and preserving a large percent of the corn crop. In some states they have profited by early recognizing the silo's value. Connecticut, Vermont and Wisconsin stand first among the states to market their crop through the silo. A large percent of the corn, considerably more than half, in these states goes into the silo and is all saved and converted into a valuable succulent food.

In talking recently with a prominent Shorthorn breeder, he mentioned the valuable uses of the silo not only in maintaining a herd in fine breeding condition, but also in growing the best class of stock as it would induce larger milk flow and also would encourage the breeding of stock on the farm and increase the carrying capacity.

It is of interest to know that every year we find the great bulk of the prize-winning cattle is developed on farms where the silo is used. Breeders are finding more and more that the silo not only makes a better class of stock, but also greatly lowers the cost of keeping.

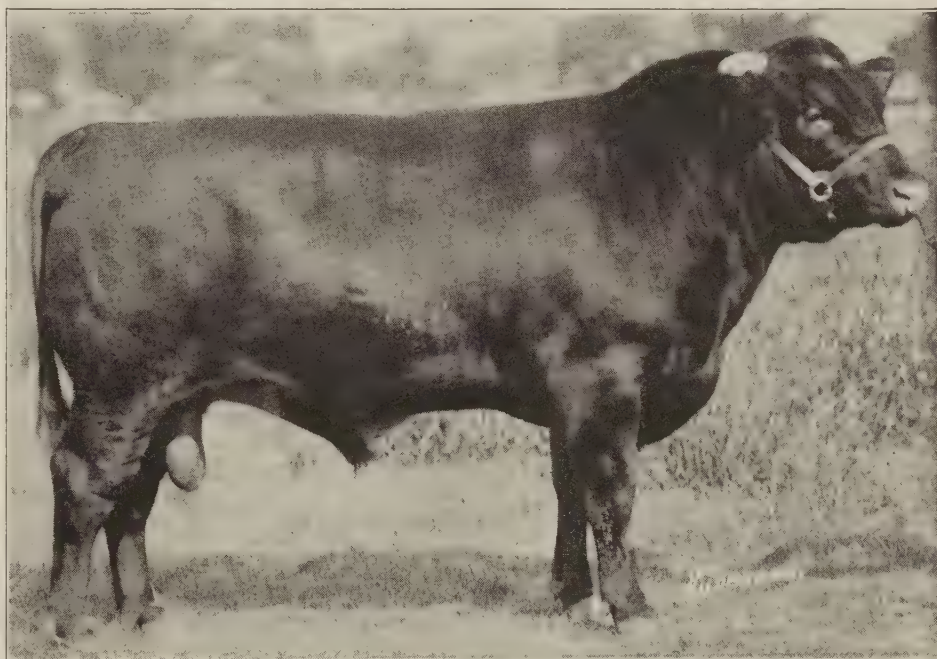
Sufficient experiments have been conducted in our many stations to thoroughly demonstrate that the silo will save at least \$1.50 on the production of one hundred pounds of beef, and 40 cents on the production of a hundred pounds of milk. Many farmers who are not sufficiently interested in the stock

business to establish a large herd could easily keep a few good animals—purebred Shorthorns—and with a silo could produce not only considerable milk for the market, but also furnish a few bulls for herd sires or a few steers for the market each year.

Corn, corn, forever corn. These tall, waving fields will yield from ten to fifteen tons per acre of excellent feed. Why husk it out all in the old way and

certainly a farmer can well consider this year.

The silo furnishes the cheapest kind of pasture. An acre put into corn and the corn into the silo will ordinarily furnish from three to six times more feed than when producing grass. The economic way for a good many men who have high-priced, tillable land is to use a silo for winter and one of smaller diameter for summer. Shorthorn breeders who do this find themselves producing their stock at a lower cost. They find their cattle responding to the succulent nature of the food in producing a



Courtesy Carpenter & Ross, Mansfield, Ohio.

Maxwalton Lochinvar, First Prize Junior Yearling, Illinois State Fair, 1921

follow the old rut? Why not get the highest price for this corn by marketing it through good, well-bred livestock? How are you going to make this cheap corn pay interest on your high-priced land? It doesn't require much skill to raise good corn, especially in a good season. Is not this crop growing overdone? These are all questions which

larger flow of milk, thus bringing out and developing this splendid inherent quality of the Shorthorn breed. Young men who are starting into the breeding business certainly will find the silo a money-saving institution and one resulting in cheap production and economic use of the forage, enabling them to operate successfully on a smaller average.

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FRANK D. TOMSON, *Editor*

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THE PLACE TO USE YOUR CREDIT

Everyone uses credit intermittently if not continually, it matters little what line of business or its volume, in which the individual is engaged. Whether he is operating as an individual or as a member of a partnership or a corporation, borrowed money is relied upon more or less through the course of the business.

In the case of the farmer the purchase of land necessitates often the use of credit in the form of a loan on the land. This practice has been encouraged by the gradual upward tendency of land values, the increase often being greater during the period of the loan than the loan itself amounted to. Often credit is misused and not infrequently the money obtained through the use of credit is unwisely invested. There is no more important undertaking on the part of the farmer-stockbreeder than the investment of money obtained on credit in worthy, well-bred livestock. On the other hand scarcely a more foolish move could be made than the placing of money in inferior livestock. There are many thousands of farms that are in need of high-grade or purebred livestock now and the owners or operators of these farms will follow good business rules if they use their credit to the extent necessary of obtaining this class of stock to place on their farms as a foundation for a breeding herd.

Instead of making every effort to get out of debt at this time there are countless numbers who can wisely take on an increased indebtedness by investing in seed stock of the breed desired and the type needed. It is this class of livestock that will enable the owner to pay off this obligation incurred at the time of the purchase and pay also other debts which have been troubling him more or less and will enable him to make further extension of his land holdings if he so desires and to make improvements for the more convenient and profitable handling of his stock.

One need not visit the livestock markets often to note that those who send to market well-bred livestock, cattle, hogs, or sheep, receive for them a larger cash return than those who send in different sorts. This is being demonstrated every day on every market in the entire country and the inexperienced man should take note of that before he lays in his foundation stock. He should understand that the number of livestock which he carries on his farm has very little to do with the profits which he will make. It is the kind that he produces and grows out that gauges the amount of his net profit.

The opportunity for investing in purebred livestock at a range of values that insures subsequent profits to the purchaser exists generally today. It does not require a shrewd man to discern this, but in the case of most farmers at this time it may necessitate the use of credit to acquire them. Never was there a stronger inducement to use this credit.

Two Kansas neighbors not long since sent to the Kansas City market shipments of calves. One shipment sold for \$20 more per head than the other though they were of the same age, had been raised under similar conditions and on the same plane of costs, the only difference being that the calves commanding the higher price were purebred, while the others were grades. It is safe to assume that all of the profit was represented in that \$20 which the owner of the purebreds received. Another illustration draws attention to the difference in the character of the sires used. Two steers marketed at Spokane, Wash., by one owner sold for a difference of \$58, one being by a purebred Shorthorn sire, the other by a mongrel-bred bull. These steers were grown out together, fed in the same lot, marketed on the same day as two-year-olds, yet because one was sired by a purebred Shorthorn bull he sold for \$58 more than the other. It is scarcely necessary to suggest that the lower priced steer lost his owner money every day that he remained in his possession. If this owner had been obliged to borrow the money to buy the sire of the higher priced steer it may be readily seen that the money would have come back to him on a very small number of calves.

When steers weighing 800 pounds at a given age sell for six cents a pound the gross receipts of the owner are \$48, but if steers of the same age weigh 1,000 pounds because they are well-bred and of better quality as a result, and sell for eight cents per pound the owner's gross receipts are \$80 per head, a difference of \$32. Usually the spread between mongrel breeding and indifferent quality which invariably accompanies it, and good breeding and attractive quality which attends the latter, is much more than the amount indicated.

In every neighborhood where cattle are grown; on every market where they are sold this difference in responsiveness, in efficiency, in value is being demonstrated every day in the year, clearly revealing the necessity of differentiating between them and suggesting also the advantage of using credit if necessary in the purchase of the seed that will result in the production of the better sorts.

LAYING THE FOUNDATION

The material used in the foundation is the important factor. If one starts with inferior, common-bred sorts with the intention of grading up by the use of good sires he will be able to make improvement all along the line if he used good judgment in the selection of his sires, but at best he will find this a slow proceeding. It takes a good while. The

heifers from the first cross are not producing until three years of age and another three years elapse before the heifers from the second cross are producing, and another three years are gone by the time the third cross heifers have calves. If it is the purpose of the owner to breed grade cattle it will be to his interest to select females carrying two or three or more crosses of purebred sires preferably of the same breed. This will save much time. He should be very discriminating in the selection of his bulls. But even then he will observe that his neighbor who is breeding purebreds has an advantage over himself in the price which he receives whether for breeding stock or at the market. In most instances it will be the better course to purchase one or two or a dozen purebred cows or heifers and allow their increase to gradually cover the farm to its carrying capacity. Ordinarily the purchaser can obtain such cows or heifers at double or triple the cost of grades and will be able to sell the produce at a similar ratio so that dollar for dollar the gross returns in the early years of his experience will be about the same, but the cost of carrying the lesser number of purebreds insures a much higher net return.

It is this net profit that tells the whole story of successful operation. Gross profit has very little relation to financial prosperity because there are many charges that must be made against this gross profit which often wipe it out entirely. Net profit is the goal which every business man is striving for.

It may be desirable to limit the number of purebreds and carry a considerable number of grades, but it is never desirable to carry for breeding purposes anything less efficient than grades of good type, showing the evidence of the blood of purebreds. It may be that the farmer has already a few such useful cows in his possession. The wise course for him to follow then is the selection of a suitable number of purebred females, this number to be determined by the carrying capacity of the farm and the owner's experience in the handling of cattle. But if he will make a modest start with purebred females and retain the heifers which they produce, selling the male calves for steers or bulls as may best suit his convenience and preferences he will soon have a working herd of purebreds that represent a small cash outlay, but a very considerable cash value.

One thing that will surprise him will be how quickly the initial cost sinks out of sight as the produce increases in number.

This is a very simple way to insure a foundation to build upon, one that is safe and profitable.

LOOKING AHEAD

One of the essentials in building a purebred herd is foresight, though it must be admitted that many men who have become successful breeders rather stumbled into the business or got into

it without any previous forethought. Once in, however, foresight has a good deal to do with the ultimate attainment of a breeder. This is revealed in the discretion which he uses in the sorting of his herd each year, that is, the selection of those that are to be retained for breeding purposes and the elimination of the others. Every breeder is tempted to quote prices on his better productions because the attitude of the prospective buyers invites this. They often indicate that they would be agreeable to paying a strong price as an invitation for him to name a figure that he knows insures a liberal profit. But the breeder who uses foresight refrains from quoting prices on his choicest productions. He insures the improvement of his herd by retaining them. On the other hand he also uses foresight who allows the less efficient ones to pass early from his possession.

One item which every stock grower should keep in mind is that not all of the animals which he feeds return to him a profit of satisfactory volume and he should be able to forecast as nearly as possible the prospective return which the various individuals will make and sort his herd accordingly. He should never lose sight of the basic truth that it is not the number which he owns that determine the profits, but rather the kind he produces.

There is the matter of patronage to be considered and this very largely rests with the breeder himself.

He needs to know better than anyone else what his herd represents, then he can make his appeal for patronage accordingly. He will find, however, that in the building of a permanent business it will be rather more profitable to sell his animals for slightly less than their value than to obtain for them much more than their actual worth. These patrons of his will be coming back year after year if they do well with the animals which they have purchased from him, but if they find in the course of time that such purchases as they have made represent a higher cost price than their usefulness justifies, their continued patronage will be uncertain. That breeder looks ahead who realizes that success in the breeding and marketing of purebred livestock is only attained through a period of years and never results from a brief period of trade activity.

SELECT YOUR LEVEL

Regardless of the times, whether cattle hold to a high plane of values or not there is always a series of levels of values.

The breeder may take his choice by producing the kind that will reach his preferred level. It may be at the top, at the bottom, or somewhere between. It is for him to choose. In various localities there may be good business in not attempting to produce the kind of Shorthorns, for instance, that sell on the highest level. The trade territory may not be ready to absorb that class. It is possible that the only trade that may be de-

veloped there will be on the lower levels, perhaps even the lowest for purebreds. To an extent this is a matter of evolution, this purebred breeding business, and one should not ignore the prospective trade opportunities in the building of his herd. However, there is always an outlet for those that represent the higher levels, for men will travel long distances in quest of seed stock which appeals to their fancy and judgment. Numerous association sales have assured an outlet that has caused many men to make their start on the higher levels rather than to take the slower process of building up their herd and educating their patronage at the same time. But even so one should get a proper gauge on the requirements in the sections from which he can most conveniently and most certainly draw his trade.

There have been arguments in the livestock press regarding the amounts which a beginner can afford to invest in breeding stock. The whole matter simmers down to the beginner himself and the trade prospects that exist. Two men living side by side will seek different levels from preference or from habit. One will grow the \$100 kind and the other the \$500 kind, but if they both apply a similar degree of good business judgment the latter will realize the larger profits.

THE GOOD MILKING COW

There seems to be a well nigh inseparable relation between the good milking cow and the good producing cow. Evidently it is nature's plan. The Shorthorn has an inherent tendency to generous milk production. This is one of the breed's most important assets. Its development should be encouraged for the good of the breed first of all and as a secondary matter, to meet the requirements of a very extensive prospective patronage. There is an insistent call in all sections of the country for good milking cows, the preference being generally for cows of the Shorthorn type, liberal milkers with the kind of beef character that makes them and their calves readily saleable for beef purposes whenever it is desired to dispose of them. It is questionable whether our Shorthorn breeders have fully understood, or appreciated the value of this milking asset of the Shorthorn cow. Certainly it has been underestimated by many and by many others ignored, but in the days to come there will be a growing demand for this type of cow, this combination, deep-milking, thick-fleshed sort. No other breed produces this kind and if Shorthorn breeders had been as studious of the tendency of the trade and as alert to control it as the representatives of other breeds' interests have been Shorthorn cows would have been in much more extensive use in the farm dairies than they are at the present time. There has been a good deal of propaganda calculated to eliminate the Shorthorn cow but farmers generally have a confidence in the Shorthorn cow that they do not have in the cow of any other breed, and with the best of rea-

sons. But it's up to the Shorthorn breeders themselves to protect and develop this characteristic which holds the confidence of the farm-dairymen, this tendency to milk production and beef production also. The Shorthorn cow was not intended to become a milking machine. She is naturally a farmer's cow, a consumer of farm roughage, usually unmarketable elsewhere, a producer of generous quantities of milk and sufficient pounds of beef of the best quality to lure profitable prices from the butcher, and to produce calves that make their appeal to the buyers. Of quiet temperament, rugged constitution, making a liberal response for the feed consumed, she goes her way about the farm contributing to its profits and fertility and then on to the shambles where she makes her final return.

GROWING BEEF

A change is coming over the business of beef production. The farmers of the cornbelt are engaged to an extent in this great industry that for many years was accorded to the range districts of the west. The conditions influencing this change have been taking shape for a number of years and will continue for no brief period. It is not necessary to recount the details. They have been discussed at length in many publications. Suffice to say that we are getting back to beef production in the cornbelt. The farmer for the benefit of his farm and the safety of his bank account is raising cattle. It is the safest course. It will increase the fertility of his acres. It will insure "money in hand." As yet there are thousands of farms that have not become a part of the expanding effort in beef production, but the tendency is in the right direction. In many cases it involves a combination of growing beef and operating a farm dairy. It means in numerous instances the raising of two calves on one cow and the other cow being milked by hand. That is largely a matter of preference on the part of the owner, but beef production on the farm is on the increase and happily the value of good blood has been generally acknowledged so that the quality of the product will make its appeal to the more discriminating buyers.

The farmers must be producers rather than speculators. A good many reasons exist for this, not the least of which is that of permanency and the betterment of the soil and the improvement of the farm. The opportunities for expansion are found largely on the home farm or in the home community. The days of alluring opportunities elsewhere have passed. From now on it is constructive effort that will win. Speculative opportunities are remote and uncertain but the accumulation assured by steady, intelligent, persistent effort on the good farms of the cornbelt beckons to all who own or operate the land.

Beef production plays its fundamental part in this permanent farm prosperity.

GROWING PUREBREDS FOR BEEF

George H. Darrington, Honey Creek, Iowa, topped the Omaha market August 18th with two truck-loads of purebred Shorthorn yearling steers, weighing 900 pounds, at \$10.50 per cwt. This was the high point of the year on the Omaha market, but the most interesting feature is that this was the fourth time this year that Mr. Darrington has topped the Omaha market with cattle of his own raising—all purebred Shorthorns. In January he made the top with a bunch of twelve-year-old cows which had been on feed only ninety days after weaning the calves, part of which were included in this bunch of baby heaves that topped the market in August. In March he sold a bunch of heifers at the top of the market, then in June with a bunch of steers. The exact prices received in each case are not at hand, but the fact that every one of these four shipments topped the market is sufficient evidence of the quality of the cattle.

In the case of the August shipment, it was a down market. Other good and handy-weight cattle were selling from \$9.75 to \$10.00, while these yearlings which Mr. Darrington brought in were fully 50 cents above anything else sold that day.

Mr. Darrington has demonstrated a practical way to handle his purebred herd when the call for breeding stock is lacking in briskness. There are many herds of purebred Shorthorns that would make money for their owners if they followed a similar course, a course that enables them to eliminate any individuals from the herd that the owners may not wish to retain for breeding purposes. There is an opportunity to cull the herd and certainly there never was a better time to go out and purchase representatives of such strains as are always in popular favor with breeders to strengthen the herd. This is something that every breeder should give consideration to.

Right here some one may intimate that there is no use of going into the purebred business if the beef market is to be the outlet. The fact is that the purebred route is the most certain one for making profits on the market. There is always the combination of quality and adequate weights that will insure a return to the grower. Every owner of purebred herds should regard the beef market as one of the regular outlets for certain classes of their productions. This doesn't imply lack of quality or merit, because the existence of quality is one of the assurances of top prices at the market places.

Mr. Darrington bred and grew these females, and still they topped the Omaha market. His only investment was in the item of maintenance and cost of the original foundation and the herd sire. Be it said to Mr. Darrington's credit that he paid special attention to the sire. These steers were got by Gainford Promotion, full brother to Gainford Guardian, the grand champion bull at the Pacific International at Portland last November. Gainford Promo-

tion did not represent a high investment cost, but he possesses the qualities of a good sire. A worthy foundation and a potent sire means invariably, profits when in the possession of a practical cattleman.

FENCE THE FIELDS

When the grain and hay crops have been removed from the fields there usually remains a good deal of value in the way of scatterings or voluntary growth that can only be saved by allowing the livestock to clean it up. It is desirable to have the fields fenced so that the cattle, sheep or hogs, may have the run of the fields when the conditions are favorable. A good many pounds of meat will be made in this way from products of no market value and that ordinarily would be wasted. There are a good many advantages in this plan. In many sections the crops are partially harvested in this way. Sheep and hogs are often used for cleaning up a corn field, consuming the entire crop and with profitable results. Hogging down corn is a very common practice. The writer recalls visiting a southern Wisconsin farm where sheep were grown. It was the practice to sow the corn fields and stubblefields to rape and turnips and in the early fall the sheep were given the run of the entire place with the result that they ate very little corn, being satisfied with the grain picked up from the ground and the succulent turnips, rape, corn leaves, and grass, that were within easy reach. The distribution of fertilizer was an item of no small consequence and the saving of labor considerable.

A recent case came under observation: two carloads of yearling steers were placed on a Shorthorn breeding farm where there was an abundance of roughage. These steers were pastured in the meadows after the last crop had been cut; in the stalk fields after the husking had been done; in the pastures where a surplus of fall growth of mixed grasses had grown up. When it was stormy they were fed in a timbered stretch where the brush thickets needed trampling out, with the result that they came onto pasture in the early spring having consumed very little feed of any kind that could have been marketed, showing considerable gains in weight.

The hay fed these steers through the timbered stretch scattered seed and much grass is coming up there. It would have required no small expense for a man to clear away an amount of brush similar to that which the steers trampled out. Every pound of gain in weight which these steers made was cheaply made. A lot of unsaleable roughage and growth was converted into beef. Whether they are sent to market direct from the pastures or fed for a period, another lot of yearlings will be purchased and put through the same treatment. The help item in caring for them was almost a minus quantity after a little fencing had been done here and there.

The plan of fencing the fields insures economical gains as well as the reduction of farm wages. It is a cheap way to feed livestock. It is a convenient way to convert feed that would otherwise be wasted. It serves a number of purposes.

THEY REFLECT YOUR CHARACTER

The passenger looking from the car window or from his auto as he drives along the road bordering your farm unconsciously forms an opinion of your character as he looks across your acres and notes the kind of livestock that are feeding thereon. If your buildings and fences are in a bad state of repair, your fields poorly tilled, your fence corners grown up to weeds and brush, your livestock of an indifferent character, you are similarly classified in the mind of the observer. It could scarcely be otherwise. We form our impressions by what we see, either consciously or unconsciously and must be convinced thereafter if we change these impressions. Whether we recognize it or not the condition in which we keep our farms and the character of the livestock that we grow thereon indicate to the observer the sort of folks we are, with due allowance, of course, for the handicaps under which we may or may not be placed.

JOIN AN ASSOCIATION

There is a very general and workable tendency toward closer association among Shorthorn breeders. In Iowa one of the most systematic plans has been adopted by the Iowa Shorthorn Breeders' Association. The state is organized by districts, one director for each of the eleven districts. For convenience the divisions were made to correspond to the congressional districts within the state. The director in each district has charge of the district. Under him one, or more if desired, men in each county have charge of the county activities, each county being a unit and each congressional district composed of the several counties therein, a larger unit and finally the state becoming the main unit.

This plan encourages local activities, local or county sales, meetings, picnics, shows or any activities of whatever nature that may be useful to the Shorthorn interests. Then if it is desired activities of a broader yet similar nature are held within the district. Then state sales, shows, etc., in accordance with the needs. The membership fee and annual dues is \$5. This should provide sufficient funds for taking care of the necessary expenses. It may be readily surmised that the results will be many and beneficial. It organizes the Shorthorn situation in the Hawkeye state, which will have a definite value as related to trade getting. The purpose is to place special emphasis upon the development of the trade among farmers in Iowa.

Organizations with such variations as are necessary may be arranged in every state or community where there is sufficient Shorthorn strength to warrant it. It is a simple plan. But it isn't so much

the plan as it is the spirit of the membership. Present conditions favor some kind of organization and wherever there are a few breeders located a workable plan of cooperation could be adopted.

If you, Mr. Shorthorn Breeder, do not belong to such an organization, you will be serving your own best interests if you form such a connection. If the association nearest you is not conducted in a way to render a service to the Shorthorn interests there, then you will be in position to aid in modifying this to an extent that it will render such service.

There is a great deal to be gained through organized effort, but this must be in the spirit of cooperation with the benefits equitably distributed. It will be well for every Shorthorn breeder to give consideration to the possibilities and benefits of association effort.

HERE IS A WINNING PLAN

The breeders of Shorthorns in Nodaway County, Mo., have developed a plan for building a market that commends itself to nearly all communities. Here it is: Four sales have been arranged for in different parts of the county, to be held on successive days. All of the animals to be offered are listed in one catalogue, each sale having a section by itself, thereby assuring a saving in the catalogue item. Every breeder who consigns to any one of the sales agrees to attend all of the four sales, taking his catalogue with him, thus lending encouragement to the entire series, and presumably some patronage. The advertising is limited to the papers within the county, but extensive enough to reach all who read the county papers. This means a considerable saving in the advertising bill, though there is a question whether there would not be added some advantage by outside advertising. However that may be, the Nodaway breeders decided to limit the advertising to the county papers. Then there is a saving in auctioneer expense by limiting the number employed to one, and this one a man well acquainted locally.

In making up the sale entries the needs of the farmers in each locality and their preferences, as nearly as could be determined, were considered. The whole purpose being to make an appeal to the farmer patronage, and then supply what will best serve this patronage and induce a more general adoption of improved standards in cattle—Shorthorns—with the inclination towards purebreds. It has been arranged to hold a dinner and meeting of a social nature the evening after the close of the last of the sales which has its value in the development of community spirit and cooperative effort.

This movement in Nodaway county is in line with the tendency more or less general now. It is making a close connection with the farmer who needs the class of livestock which the breeders are producing but who must be appealed to on his own ground. The plan should be put into effect in many counties.

GENERAL EXECUTIVE HARDING IN SOUTH AMERICA

F. W. Harding, general executive of the American Shorthorn Breeders' Association, sailed for Buenos Aires, Argentina, July 20, for the purpose of establishing closer relations with the cattlemen of various South American countries, who have manifested an inclination to patronize United States herds. He expects to visit Argentina, Uruguay, Brazil and Chile and return early in November, and be in attendance as usual at the International Livestock Exposition.

SHORTHORN PEDIGREE MANUAL REVISED

Secretary P. K. Groves of the American Shorthorn Breeders' Association has revised the pedigree manual prepared originally by Mr. B. O. Cowan and brought it down to date. It contains in condensed form the information that every Shorthorn breeder or student of Shorthorn breeding needs. As a textbook for animal husbandry class room work it will prove most instructive. It is available for the asking.

VISIT YOUR NEIGHBOR BREEDER

Did you ever notice, Mr. Shorthorn Breeder, that whenever another breeder looks through your herd that you have a feeling of encouragement? He may not buy a single animal that you price, he may not even ask you for prices, but the fact that he is interested enough to go with you among the cattle and comment on the merit of this one and the other has a tendency to increase your confidence and encourage better effort on your part. There is something about this neighborly manifestation of interest that has real value. It stimulates. It encourages.

So it is when you visit your neighbor's herd, he has a feeling of encouragement which though its value is intangible it is no less real. Nor does it matter whether your neighbor is breeding the same kind or not. He invariably feels a more kindly interest in your breed if you have been with him among his animals.

Then, too, many a transaction has resulted from these neighborly visits, transactions, that means actual profit to both parties. It will pay to visit your neighbor breeder.

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Courtesy Alex N. Warner, Titusville, Pa.

Three Aged Matrons by Avondale

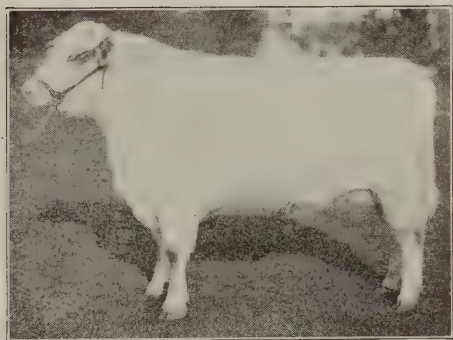
It Pays to Grow Shorthorn Beef

The Illustrations Which Appear Include Only a Partial List of Shorthorn Steers That Have Attracted the Attention of the Public in the Recent Beef Cattle Shows



Courtesy Purdue University

Each of These Steers Headed His Class at the International, 1917. Merry Monarch, the Two-year-old, Was Grand Champion Over All Breeds, Sultan Selim, Red, Was Made the Champion Shorthorn; Warden, Good Sort and New Year's Sultan, Won First in the Junior Yearling, Senior Calf and Junior Calf Classes. All Were Sired by Lavender Sultan



Courtesy Purdue University

Trout Creek Wanderer, 1st Prize, Two-year-old, International, 1905



Courtesy Purdue University

Flashlight, Champion Grade Steer, International, 1904



Courtesy Kansas State Agricultural College

First Prize Steer Herd, American Royal, Kansas City, International, Chicago, 1916



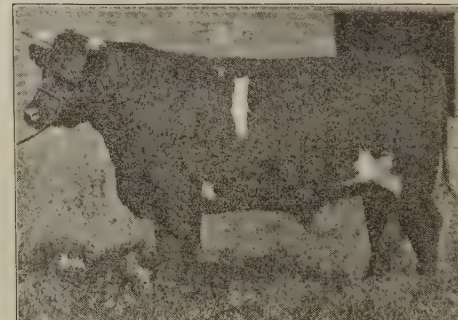
Courtesy Purdue University

Sultan Selim, 2d, 1st Prize Senior Yearling, International, 1919



Courtesy Purdue University

Missie's Max 1st Prize Senior Yearling, International, 1920



Courtesy Kansas State Agricultural College

Archerdale, First Prize Junior Yearling, International, Chicago, 1916

Weight and Quality, Shorthorn Characteristics



Courtesy Kansas Agricultural College

First Prize Shorthorn Steer Herd, American Royal, 1918



Courtesy Kansas Agricultural College

Benefactor, a Many Times Winner



Courtesy Oklahoma A. & M. College

Security, a Frequent Class Winner, 1919



Courtesy Kansas Agricultural College

Matchless Type, Champion Shorthorn Steer, Denver, 1919



Courtesy Oklahoma A. & M. College

Bennie Dale, Winner of Four Championships and Carcass Winner at Fort Worth, Dressing 69.81%



Courtesy Iowa State College

Robert Bell, Second Prize Two-Year-Old, International, Chicago, 1913



Courtesy Kansas Agricultural College

Merrydale, Champion Shorthorn Steer, American Royal, Kansas City, International, Chicago, 1916



Courtesy Oklahoma A. & M. College

White Sox, Junior Yearling, Winner of Four Championships, Including American Royal, 1919



Courtesy Iowa State College

First Prize Shorthorn Steer Herd, International, Chicago, 1911



Courtesy Kansas Agricultural College

Delighted, First Prize Junior Yearling, International, Chicago, 1913



Courtesy Oklahoma A. & M. College

First Prize Steer Herd, 1920, Including American Royal



Courtesy Iowa State College

Quality Goods, First Prize Two-Year-Old Shorthorn, International, Chicago, 1911



Courtesy Iowa State College

John Bell, Champion Shorthorn Steer, International, 1911



Courtesy University of Nebraska

King Charles, Champion Grade Shorthorn Denver, 1920



Courtesy Texas A. & M College

Preparedness, a Yearling Class Winner, Fort Worth, 1917



Courtesy Iowa State College

Beautiful Joe, Second Prize as Junior Calf, International, Chicago, 1919



Courtesy University of Nebraska

White Sox, Grade Junior Yearling Shorthorn, Sold for Thirty-five Cents Per Pound, Denver, 1920



Courtesy Texas A. & M College

Good Chance, Junior Champion, 1920, Grand Champion 1921, Fort Worth, as a Calf and Junior Yearling



Courtesy University of Nebraska

Ashbourne Jack, Champion Shorthorn Steer, Denver, 1921



Courtesy University of Nebraska

Roan Jim, Champion Grade Shorthorn, Denver, 1918



Courtesy University of Idaho

Benefactor, Many Times Champion



Courtesy University of Nebraska

Rosedale's Chief, Reserve Champion, Denver, 1920



Courtesy Texas A. & M College

Peter the Great, First Prize as Calf and Champion as Two-Year-Old at Fort Worth, 1918 and 1920



Courtesy University of Idaho

Idaho Favorite, First Prize as Calf and Yearling in Northwest Shows, 1918—1919



Courtesy University of Idaho

Roan Lad, First Prize Calf and Yearling, Northwest Shows, 1917—1918



Courtesy University of California

California Majestic, Reserve Grand Champion Pacific International, 1920



Courtesy University of California

California Marvel, Grand Champion, Pacific International, 1917, Shorthorn Champion, International, Chicago, 1918



Courtesy Colorado Agricultural College

Merry Lad, First Prize Senior Yearling, Denver, 1916



Courtesy Colorado Agricultural College

Crossbreds by a Shorthorn Sire. Center, 1st and Reserve Champion, Denver, 1916



Courtesy University of Missouri

Secret, Champion, Missouri State Fair, 1913

Yes, Sambo, There is Quite a Difference

By Frank D. Tomson

"Hit am a mighty diffunce dey is in de way some cattle goes to dere feed an' stays by hit," commented Sambo as he was looking among the calves. "Yes, yo bet dey is, some ob dem rascals crowds deyselves in an' dey jes nachily stays right dar twill I dribes 'em erway. But, man, how dey does take on de shape! Dey swells up and dey swells out on de sides, and de meat—lawdy, lawdy—de way dey does spread de meat on dey backs an' down de sides an' on de quatahs. Sholy de way dey does roun' out dem hams is de precaution. What am hit yo' all calls 'em, now, Shawt-hawns, am dat hit? Whatever hit am dey does eat up de feed. Why fo' I kum ter dis place I was a-workin' down de ribber wha dey had dem—what dey calls 'em now—I done fergit, but Mistah Brown, dey was de flattes' cattle, sho nuff. De troff wha I done put in de feed hit war 'bout dis long wha dem fo' feedin' rascals is standin' now and takin' all de room, and b'lieve me dey was 'leven ob dem leanin' up ergin hit an' sho's I'm talkin' to yo'all dey was plenty ob room fo' some mo. An' de sagginst bellies on 'em, why Mistah Brown, honus, hit war a shame de bellies dey had on 'em, fo' dey little spindle laigs ter tote erbout.

I done was talkin' erbout dem' callin' 'em calves one day when de boss he cum eroun' an' he cuss me out. He say,

'Yo fool, niggah, callin' dese hyar calves when dey's two-yeah-oles. I done bust yo' ole haid, yo go callin' 'em calves ergin.' Well sah, honus, Mistah Brown, I done jus buss out a-laffin' right in his face, when he calls 'em two-yeah-oles. I reckon he war done right erbot hit but —man, man—dey was erbout a armful wid one under each arm. Right den I says, 'Ef dem is what yo' call 'em, two-yeah-oles escuse me, I am on mah way. I isn't feedin' two-yeah-oles no mo', an' I walked disruptly right out er de pen an' down de road. Good lawd, two-yeah-oles—an' no bigger den er rabbit! An' I cum erlong de road an' dreckly er man cummin' in er cah an' he stop an' say wha yo'all ergwine, an' I done tole him I wasn't gwine to no place 'ceptin' I was gwine from some place,' an' he say, 'Am yo'all been in jail?' an' I laff an' say 'No, I ain't nebber been in jail, but I was gettin' fah, fah fr'm what dey calls two-yeah-ole cattle what ain't big ernuff to stan' up to dey troff an' eat dey feed.' He just laff an' he say, 'Do yo'all know how ter feed cattle?' An' I tole him, 'Not ef dey was two-yeah-oles.' He tole me ter git in de cah and ride erways wid him an' den he tole me how he had two-yeah-oles as big as er mountain an' as fat as dey was big, an' akchely de watah jes run down de sides

ob mah mouf heahin' erbout dem what was de mammoth size. 'Wha is dey?' I done ax him, an' he tole me ter ride wid him an' he'd done sho' 'em ter me an' let me feed 'm ef I knowed how. Well, sah, he done driv hyah an' befo' I done had er bite mahsef I was er totin' der feed ter dese hyah calves an' dem dah giants ovah de fence dah what he calls de two-yeah-oles.

'Yessah, I was suttinly sp'ried at de size ob 'em an' de way dey sides is roun' like a barl. Nosah, Mistah Brown, I isn't gwine ter leave dis place erlong as dey is dese kin' er cattle ter he fed. No indeed! Now jes look at dat big fine rascal, fullern a wood-tick, rubbin' his haid ergin de rail an' crowdin' hissef up ergin de fence ernuff to smash hit in. Ain't he de fat boy? An' him what dey calls er calf. Jes look at ebery one ob de lot, why dey jes grows an' grows an' de bigger dey gets de finer dey looks. Lawdy, man, 'sposin' I'd er knowd erbout dese hyah kin' when I was mussin' eround wid dem weasened up whey-skins wha all I ben totin' feed. But I sho' is glad I done foun' wha dey is at las' 'cause I gwine ter hang ter dis place twill dey tells ole Sam he am de nex' one ter be buried out in de graveyaad. Now, jes look at dem, all in er row, lookin' erlike an' speakin' 'money, money,' Mistah Brown, ebery time dey grunts er sniffs de win."

Dependable Source of Revenue

It is an easy matter to write optimistically about the future of the cattle-breeding business when you are fairly called out of bed in the morning and kept up late at night and then scarcely allowed to go to church on Sunday by men who will spend hours trying to get prices on cattle; when every mail brings its quota of inquiries and every train visitors, when every road leads to Rome and Rome is your home farm; when your stalls are empty of bulls and you even have offers to contract for them before they are born; when every stockman has a pocket full of money and every bank is trying to get him to borrow more. It is very easy to tell of the ever widening demand for better stock, to give statistics showing the small percentage of improved cattle and tell of the great awakening among farmers to the possibilities of better milk yields and better quality beef when those conditions prevail. But when the time comes that an inquiry for cattle in your mail is so rare that you are surprised to get one at all, when your stalls are full of yearling bulls and no one has been to see them for weeks and if perchance one does come he tells you your prices are too high and wants credit, it's a different matter.

Every one has his ups and downs. Stockmen are having their "downs" now. I am thinking today of an old man who has been breeding Shorthorns some thirty odd years. I have often

By Lewis J. McMartin

Claremont, Minn.

heard him tell of the start he made years ago and of the trials he had. Assuming that to hear of someone's else hard times will make your own a little easier to bear I write.

It was in the late eighties that this veteran breeder, then a young man, attended his first purebred Shorthorn sale. He had no intention of buying, but had long admired good cattle, so he just went out of curiosity.

The cattle were a good looking, useful lot of cattle, many of them good milkers and nearly all of them red. The names Young Mary, Carolina, Arabella, Princess, etc., figured in the catalogue. As the time for the opening of the sale drew near the prospects did not look very bright, so when they were about to open the sale the auctioneer announced that they were prepared to take wheat (which was then worth about 85 or 90 cents a bushel) in payment for cattle at \$1 a bushel. The reds sold fairly well, but when a roan or red and white cow was led in it was hard to get bids. I don't suppose my friend had ever heard the old Scotch proverb that "a guid beast hasna' a bad color," but he did want to get as much as he could with the few bushels of wheat he had to spare, so he bought a good spotted cow and a roan two-year-old for \$50 and \$75, respectively. Later when he

went to buy a bull he found a very nice individual, a very choicely bred calf, for \$100 just because he had been so unfortunate as to be born white.

This was the start, a very modest start to be sure and without regard to either color or pedigree fancy, but with the greatest regard for individual merit and for good breeding as represented by the individual excellence of the immediate ancestors. The cows were hand-milked because the butter was needed to help pay the grocer. Few females were bought, but the bulls are always selected on merit and due regard paid to the dam's udder.

My friend is not known today as a "big" breeder, neither has he made a fortune breeding cattle, but he has been able with the proceeds from his Shorthorn herd to pay for his farm, to educate his children and give them a good start in life. His work as a breeder induced him to travel and he came in contact with men of culture and large affairs so he has come to have a broader outlook on life. Young men come to him for advice. He is respected by everyone and his influence will be felt in his community for years after he has been laid to rest.

This is the story of a small breeder who made a modest start when cattle were cheap and by good judgment and plain common sense has made the kind of a success that many a rich man would envy.

Results of Organized Effort

At Paris, Missouri, in August, was held the first revival of the Paris (Monroe county) Fair since the World War began, and the display of the Shorthorn cattle was an inspiration to all who saw it. There are still some men living who can recall the day when Monroe county was famous for its herds of Shorthorns, and the Paris Fair was annually the scene of hotly contested battles for supremacy among the Shorthorns, but for a number of years, until recently, the Shorthorn breeding interests in the county were relatively quiet. There were a few herds of Shorthorns owned in the county, but the efforts of the breeders were scattered and no great significance attached to the results which they were able to secure. In 1918, however, came the organization of the Monroe County Shorthorn Breeders' Association. It was fostered by a very few breeders who lived and owned the herds in the county. Today the organization has a membership of 21 Shorthorn cattle breeders who own approximately 400 head of cattle. Neither the number of breeders nor the number of cattle owned is particularly significant, but a visit to the Paris Fair and an observation of the interest in

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Shorthorns by the people of the county and a casual study of the results which have been obtained bring to light possibilities of cooperative organization that are significant.

St. Clair Emmons, of Molino, Missouri, a son of that veteran and successful cattle breeder, S. P. Emmons, of Mexico, Missouri, is the president of the organization and Henry Blakely is the secretary.

The association has held three annual sales, each of which has been reasonably successful from the standpoint of all concerned. They have sold many good cattle. Satisfactory prices, generally, have been received and a spirit of optimism seems to exist among the membership at this time.

It is estimated that 30 to 50 Shorthorn bulls are sold annually by members of the association to producers of market cattle who live within the county. In other words, the crop of grade calves produced in Monroe county is including

yearly a larger proportion of "reds, whites and roans." Even though a man owns but one purebred Shorthorn, and that a male for use on a herd of grade females, he becomes interested in Shorthorn affairs when he lives in a community where Shorthorn interests range from the production of some of the real good cattle of the breed down to the production of the grade calf for market purposes.

With the reappearance of the Paris Fair, the Monroe County Shorthorn Breeders' Association saw a possibility to do something worth while for the breed, for themselves and for the community. They, therefore, decided to offer approximately \$250 of their own money in prizes for Shorthorn cattle at the fair. It was not a difficult task to bring together enough high class cattle to make a creditable exhibition and the number included some cattle that would have looked well at our leading livestock expositions. The interest which these men have shown in Shorthorn cattle has taken them to various sections of the country where they have seen the best that is on exhibition, the best that is produced. They have realized the

value of good care and are putting into practice the teachings of our most successful cattle men.

When the classes for Shorthorns were called into the arena for the awarding of prizes, the rail was lined with interested farmers, stock buyers and men who specialize in cattle breeding. One observed here representatives of other communities who were interested in Shorthorns. Pike, Audrian, Calloway, Boone, Shelby, Marion, Clark, Scotland and Randolph counties, all of which lie in northeast Missouri, were represented in the crowd which had come to the fair especially to see the Shorthorn cattle shown, and one saw here faces which are familiar at leading Shorthorn cattle exhibitions and at national and state conferences of the breed's adherents. Their presence was significant in that it left no question as to the attention which Monroe county is attracting through its Shorthorn Breeders' Association.

Of still greater significance, however, was the interest shown in the exhibition of these cattle by farmers and feeders who are primarily interested in the Shorthorns, because of their ability to produce meat economically. Their interest was based upon the fact that their experience has demonstrated the value of good Shorthorn blood for the production of market cattle. Occasionally one found a man who felt that the use of cattle was not for the average man, but in most cases the value of purebred bulls was no longer a question. There was a pronounced interest on the part of the local attendance and those from a distance, in good Shorthorns and in the methods of getting them, caring for them, marketing them or utilizing them to good advantage.

Added to this, however, there was noticeable the gradual development of ability and leadership among the breeders. The sort of interest which will last and which is bound to prove of greatest value is in evidence.

Community effort in a given direction makes closer business associations and



Courtesy H. O. Peck & Son, Wellington, Kan.

Good Pasture

the business associates which a man has constitute one of the important factors in his life. Frequently they exert a profound influence upon his life, character and the results that he is able to accomplish. Those who take up the breeding of Shorthorns or other purebred cattle are particularly fortunate in this respect, for no other business in the world

gives a man an opportunity to form the acquaintance of a better class of men than those engaged in breeding cattle. The business in turn offers opportunity not only for the man to enjoy its benefits, but puts that man or group of men

conduct of the purebred cattle business. Some find the business irksome when its speculative possibilities become limited, others find no particular attraction in cattle when they cease to be playthings or novelties, and still others find



Courtesy J. W. Rasor, Frisco, Texas.

Photo furnished by M. L. Smiley, Brookston, Texas

Meadowlawn Villager. Showing Depth of Carcass and Even Covering

in a position to exert an influence for better cattle and, of still more importance, for better homes, better agriculture and more useful lives.

It is true that the ideals, the methods of breeders differ, but it is a source of satisfaction to know that certain fundamental ideals and traits of character have been basic in the operations of a large proportion of successful breeders. Those who have accomplished the greatest results have, in most cases, been men who loved cattle and out-of-doors. They have appreciated those among whom they lived and worked and added much to their general accomplishments through their associations. They have taken up the breeding of Shorthorns as a life business "for better or for worse," and have continued in the chosen field through the trials as well as the triumphs and this love of the business and tenacity for it is, indeed, one trait which has meant as much as any other in their success.

Periods of high prices and "rapid fire" business operations, such as that through which we have just passed, naturally bring into the breeding business some men who fit in only fairly well, at best. For a time, however, their operations seem to promise great results. Frequently much good can be attributed to their work. They sometimes bring new ideas and some new methods which add to the success of operations. From among those who come in hurriedly under such circumstances, time gradually winnows out those not adapted to the

the business too slow. But the man who has seen a life work worth while in the business of breeding cattle finds life somewhat empty without the pursuit of his ambition, and so great breeders have not sprung up over night. They have builded slowly and carefully, but with accuracy, until the world which means most to them has come to realize the value of their achievements.

Such men have and do radiate much of inspiration to those who follow them, in turn, just as they have been inspired and taught by those who preceded them and the success of many present day young breeders depends much upon the source of their ideals and aspirations.

The local and county Shorthorn breeders' association organized with the idea of improving the cattle in its territory and will, if successful, find its influence gradually spreading throughout the county, throughout the state. The association is an organization which will bring about contact between new men in the business and those who have already succeeded, which means much to the future of the business. It places the ideals, ambitions, characters and methods of those who have succeeded in such a position that they cannot help but inspire those of less experience and accomplishments. Such results already are in evidence in many local organizations and it is fortunate indeed for the beginners in Shorthorn breeding that those men who have shaped the destinies of Shorthorn cattle up to date have been of the highest type of citizenship.

Meat Permanent in the Nation's Diet

Demand and cost of production are important factors in the production of beef. Figures given out by the Bureau of Animal Industry of the United States Department of Agriculture show a decided decrease in the demand for beef during the past ten years. In 1910 the per capita beef consumption in the United States was 78 pounds; in 1920 it was 56.5 pounds, a decrease of 27 percent. This difference in consumption is equivalent to 4,500,000 beef carcasses of 500 pounds each, or 35 percent of the total number marketed in 1920. Several reasons have been suggested for this decline in consumption, but in the end the habit developed during the war of abstaining from eating meat and the propaganda of the faddist, the theorist, the uninformed, the misinformed and unscrupulous against eating meat have been responsible in a large measure for this decrease in consumption.

Two of the most common misrepresentations made regarding meat are that it is a costly food, and injurious to health. Both statements are fallacious.

Two matters should be given careful consideration in the purchase of any food. One is the cost of protein, and the other the cost of energy, both of which are essential in any diet. It is particularly important that these matters be carefully considered in the purchase of meats because it is generally thought that meats are expensive foods. Dr. Henry C. Sherman of Columbia University, a recognized authority on human nutrition, gives certain nutrient tables in his book on "Chemistry of Foods and Nutrition," from which one finds that as a source of protein—the most expensive essential in the human diet—1 pound of rib roll, 1 pound of flank, chuck or round steak, 1 pound of lamb chops, 1 pound of leg of mutton, or 1 pound of fresh ham, is equivalent to approximately 3 quarts of milk or one dozen eggs. These particular cuts of meat have been used because they represent the lower and medium rather than the higher-protein values in meats, giving a conservative value to meat in making these comparisons. Meats as a group contain the highest percentage of protein, varying from 14 to 30 percent; eggs 11 percent and milk 3.5 percent; while fresh vegetables contain the least, potatoes, beans, beets, cauliflower, cabbage, parsnips, turnips and onions containing less than 2 percent.

The tables mentioned also show that as a source of energy 1 pound of salt pork is equivalent to 5¾ quarts of milk; or 3¾ dozen eggs; 1 pound of bacon to 4 quarts of milk or 2¾ dozen eggs; 1 pound of sausage to 3 quarts of milk or 2 dozen eggs; and 1 pound of roast beef to 2½ quarts of milk or 1¾ dozen eggs.

The average price quoted for eggs in case lots by wholesale dealers in Kansas City for the entire year of 1920 was 51 cents a dozen. The retail price to consumers would be much higher, but since

By Dr. C. W. McCampbell

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(In the Breeder's Gazette)

we do not have definite figures on retail prices, wholesale prices in case lots will be used in contrasting the cost of protein in the form of meat and eggs. This is hardly fair to meat, but even on this basis meat was a much cheaper source of protein, for on the basis of the ratios figured from Dr. Sherman's tables such cuts of meat as rib roll, flank, chuck or round steak, lamb chop, leg of mutton, or fresh ham, even at 50 to 55 cents a pound, would have provided as cheap a source of protein as eggs at the average wholesale price in case lots for the year 1920, and a pound of many of these cuts cost less than half the cost of a dozen eggs.

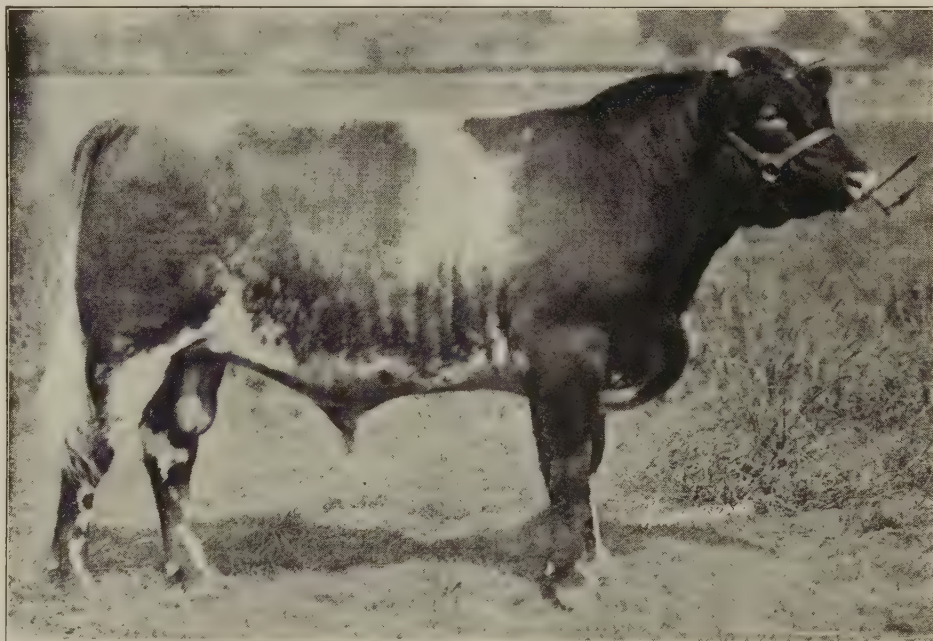
Milk is selling for 14 cents a quart. The different cuts of meat mentioned furnish protein as cheaply as milk at 14 cents a quart, even when we are forced to pay as much as 42 cents a pound for them. These figures indicate that the various kinds of meat have been decidedly cheaper sources of protein than either eggs or milk during the past year.

More interesting still is the relative cost of energy in the form of meat and the two so-called meat substitutes,

as cheaply as milk at 14 cents a quart.

These figures show that meat, even at the high and unreasonable prices that retailers have been charging, has been a cheaper source of food units, both protein and energy, than either eggs or milk, both of which have been persistently urged as economical substitutes for meat.

A great deal has been said regarding the importance of vitamins in the human diet. The newness of the discovery of these substances that influence more or less both growth and health is probably responsible for the present interest in them, the exaggeration of their importance and a general lack of information as to just how they may be supplied most satisfactorily in one's diet. Thus far three distinct vitamins have been recognized: One, known as the fat-soluble, seems to have a stimulating influence upon growth and development, and therefore it is of most importance in the diet of the young. The most satisfactory source of this vitamin is butter. A second, known as the water-soluble, seems to prevent such diseases as beriberi. It is found in most foods. A third, known as anti-scorbutic, seems to prevent scurvy, and its most satisfactory source is fresh fruits, including oranges, lemons, tomatoes, and leafy vegetables, such as cabbage and lettuce.



Courtesy Lespedeza Farm, Hickory Valley, Tenn.

Lespedeza Supreme, First Prize Senior Calf, Illinois State Fair, 1921

and milk, for salt pork at \$1.875 a pound, bacon at \$1.375, sausage at \$1 a pound and beef roast at 87.5 cents a pound furnish energy as cheaply as eggs at 51 cents a dozen, the average wholesale price in case lots in Kansas City for the year 1920; and the salt pork at 80 cents a pound, bacon at 64 cents a pound, sausage at 42 cents and beef roast at 35 cents a pound furnish energy

To summarize, we may say that the best source of three known vitamins are butter, fresh fruits, and leafy vegetables; and since experiments indicate that the vitamin requirements of the human body are quite low, they may be met by the use of limited quantities of butter, fresh fruit and leafy vegetables.

Theorists and faddists often attempt to banish meat from the human diet be-

cause it is low in vitamine content, but since meat supplies other necessary food units—protein and energy—so economically, and other foods deficient in either protein or energy, or both, supply so economically the small amount of vitamine needed, meat supplemented with butter, fruit, and vegetables may be used as the basis of an average diet.

It is strange that a deficiency so easily and so cheaply supplied as vitamins should be used in an attempt to discredit so valuable a food as meat. Butter is rich in vitamins, but woefully deficient in protein, yet no one would banish butter from the human diet. So it is with many other foods, but for some reason or other meat is the only one thus far singled out for banishment. One even hears of prepared breakfast foods as substitutes for meats, but few persons realize that it requires 5 quarts of puffed rice and 5 quarts of "toasties" to furnish as much energy, and 15 quarts of puffed rice and 22½ quarts (two-thirds of a bushel) of "toasties" to furnish as much protein as a pound of roast beef.

Much has been said and written regarding the dangers of eating meat. The danger is said to lie largely in the excess protein supplied by the meat eaten. Authorities differ regarding the daily protein requirement of the body. The amounts suggested vary from 75 to 125 grams daily. The daily per capita consumption of all kinds of meat for 1920 was 6.4 ounces, which furnished 35 to 40 grams of protein per person per day. This shows the fallacy of oft-repeated "dangers from too much protein" in the meat that we consume. It also emphasizes the possibility of increasing the per capita consumption of meat in order that we may more economically meet the daily protein requirements of the human body.

The fact that meat is prescribed in quantities considerably larger than the average daily per capita consumption in the dietetic treatment of many diseases is another indication of the possibilities of increasing materially the average daily per capita consumption of meat without injury to our health. Dr. Mary Rose of Columbia University recommends the use of 7½ ounces of meat daily in a dietary for diabetics; 4 ounces of this allowance is beef. Dr. Max Eikhorn, professor of medicine in the New York Post Graduate School of Medicine, includes 4 ounces of steak per day in the first week's diet in treating chronic gastritis, and includes 7 ounces of meat daily in his dietetic treatment of gastric hyperacidity, a forerunner of gastric ulcer, if neglected. The Massachusetts General Hospital includes from 7 to 9 ounces of lean meat in the diet that it uses in reducing obesity.

If such quantities of meat can be utilized by a sick person it is evident that a normal person can utilize considerably more.

An outstanding feature of army life has been the wonderful improvement in

the health and physique of hundreds of thousands of young men while in the service. The army ration has had much to do with this improvement in health. It is interesting to note the part that meat plays in an army ration. A garrison ration may be used as an illustration, this being the ration prescribed for troops in garrison, and, in time of peace, for troops in maneuver camps. Beef is used as the standard meat. The daily allowance per man is 20 ounces. Other meats are designated as substitutes for beef, when it is not available, but no other foods are designated as substitutes for meats. The "Manual for Army Cooks" says: "It (beef) is the most important article of the ration, its value being equal to all the other components combined." The other prescribed components of a garrison ration include flour, beans, potatoes, prunes,



Courtesy D. E. McMonies, Huron, S. Dak.

Gainford Promotion, Revealing Smoothness and Compactness of Form

sugar, evaporated milk, lard, butter and syrup. Two other statements from the same source are significant. They read as follows:

"A balanced diet is one that supplies the proper amount of nourishment to the body without having any component greatly in excess of requirements. The army ration, however, is well-balanced, and supplies the various ingredients in the proper proportions. Constant use has made us familiar with our ordinary foods."

Proteins are broken down into amino acids in the process of digestion. There are possibly twenty amino acids known at present. Certain of these amino acids are necessary as building material in the human body. Not all proteins contain all the essential amino acids. This is particularly true of vegetable proteins. No common vegetable protein is known to contain all the essential amino acids. On the other hand, the protein in meats from any of the common domestic animals contains all the amino acids which are needed in the human body. Furthermore, no other food is more easily or more completely digested than meat, 98 percent of the protein and 95 percent of the fat being digestible; whereas large percentages of many vegetables pass through the body undigested because of the large amounts of cellulose or woody

fiber that they contain, and the fiber of vegetables often prevents complete digestion and absorption of the vegetables themselves as well as the nutrients contained in animal foods eaten at the same time.

Meat exerts a stimulating and invigorating effect upon the body, due to certain nitrogenous extractives which it contains. They are the main constituents of beef broth, bullion cubes, and similar substances. From Farmers' Bulletin 391 I quote: "The extractives have little or no nutritive value in themselves, but they are of great importance in causing the secretion of digestive juices at the proper time, in the right amount and of the right chemical character. The digestive tract may be likened to a piece of machinery which is beautifully built and adjusted, and is ready to run and turn out its product as soon as a lever is uncovered which sets it in motion. The flavoring bodies of food, and especially those contained in meat, can be likened to the lever which sets the machinery in motion."

The tremendous importance of a small increase in the per capita consumption is shown by the fact that an increase of 1 ounce in the daily per capita consumption of beef in the United States for the year of 1921 would be equivalent to 5,000,000 carcasses of 500 pounds each, or 40 percent of the total number of cattle slaughtered last year. An increase of 1 ounce in the daily per capita consumption of pork would be equivalent to 16,000,000 hog carcasses of 150 pounds each, or nearly 50 percent of the total number of hogs slaughtered last year, and an increase of only one-fourth of an ounce in the daily per capita consumption of mutton would be equivalent to 12,000,000 sheep carcasses of 40 pounds each, or practically 100 percent as many as were slaughtered in the United States last year.

These are only insignificant increases in daily per capita consumption, but they represent an enormous amount in the aggregate for the year. Surely it is worth the while of the livestock interests to make an effort to secure this increase in consumption, and at the same time join with the consumer in securing a fair and just price to both.

Competing food interests have spent millions of dollars during the past decade in their efforts to persuade the public to substitute, under the disguise of economy, more expensive and less wholesome foods for meat. For example, \$2,000,000 was spent for this purpose in magazine advertisements alone in 1914, and the expenditure had risen to \$4,600,000 for the year 1919, yet the livestock interests of the country have done nothing in a practical way to acquaint the public with the real value of meat, and the comparative cost of food units in the form of meat and other human foods.

I am not suggesting that meat be substituted for any other particular food, but rather that meat be given the place in a well-balanced diet that the cheapness of its food units and its whole-

someness justify, and that the meat-producing interests unite in a practical effort to acquaint the consuming public with the facts that justify an increased consumption. This effort must be in the

form of something more effective than mere conferences, circular letters and newspaper space. The most effective way to accomplish this result is by means of public demonstrations, partic-

ularly in cities throughout the country. such a plan can be successfully developed if the producing interests are really interested in improving the present meat consumption situation.

The Season's Champions List Incomplete

NORTH DAKOTA INTERSTATE FAIR (Fargo)

Senior and grand champion bull, Torchbearer, B. W. Aylor, Grandin, N. D.; junior champion bull, Transcript, B. W. Aylor; senior and grand champion female, Lady Clara 16th, S. G. Eliason, Montevideo, Minn.; junior champion female, Car Duchess 2d, Lowe & Powers, Culbertson, Mont.

(Milking Shorthorns)

Senior champion bull, Jeweler 2d, Palmer Farming Co., Euclid, Minn.; junior and grand champion bull, Max Triumph, Palmer Farming Co.; senior and grand champion female, Lavinia Windsor, Palmer Farming Co.; junior champion female, Palmer's Linden Rose, Palmer Farming Co.

NORTH DAKOTA STATE FAIR (Grand Forks)

Senior champion bull, Mar Supreme, Lowe & Powers, Culbertson, Mont.; junior and grand champion bull, Max Mill Victor, John Wild, Milton, N. D.; senior and grand champion female, Lady Clara 16th, S. G. Eliason, Montevideo, Minn.; junior champion female, Car Duchess 4th, Lowe & Powers.

(Milking Shorthorns)

Senior and grand champion bull, Jeweler 2d, Palmer Farming Co.; junior champion bull, Lord Fillpail, Lewis Berg & Sons, Cooperstown, N. D.; senior and grand champion female, Lavinia Windsor, Palmer Farming Co.; junior champion female, Palmer's Linden Rose, Palmer Farming Co.

BLUE GRASS FAIR (Lexington, Ky.)

Senior and grand champion bull, Zealous Baron, S. D. Mitchell, Lexington, Ky.; junior champion bull, Mintmaster, W. J. & B. A. Thomas, Shelbyville, Ky.; senior champion female, Lady Missie 24th, Goff & Rice, Paris, Ky.; junior and grand champion female, Countess Vesta, W. J. & B. A. Thomas.

ILLINOIS STATE FAIR

Senior and grand champion bull, Cloverleaf Royal, W. C. Rosenberger & Sons, Tiffin, O.; junior champion bull, Edgcote Champion, Owen Kane, Wisner, Neb.; senior and grand champion female, Cloverleaf Darling 2d, W. C. Rosenberger & Sons; junior champion female, Golden Mary, Owen Kane.

(Milking Shorthorns)

Senior champion bull, Gretna Prince George, Gretna Farm, Wheaton, Ill.; junior and grand champion bull, British Chief, Otis Herd, Willoughby, O.; senior grand champion female, Roan Duchess, Otis Herd; junior champion female, Princess Signet, Otis Herd.

IOWA STATE FAIR

Senior and grand champion bull, Marshal Joffre, J. W. McDermott, Kahoka, Mo.; junior champion bull, Edgcote Champion, Owen Kane; senior champion female, Crimson Lass, J. W. McDermott; junior and grand champion female, Golden Mary, Owen Kane.

(Milking Shorthorns)

Senior and grand champion bull, Maggie's Chief, M. E. Stoner, Albert Lea, Minn.; junior champion bull, Granville King, E. C. Holland, Milton, Ia.; senior and grand champion female, Dairymaid 24th, E. C. Holland; junior champion female, English Heiress, E. C. Holland.

OHIO STATE FAIR

Senior and grand champion bull, Cloverleaf Royal, W. C. Rosenberger & Sons; junior champion bull, Ravendale Reserve, John O. Pew & Son, Freedom Station, O.; senior and grand champion female, Lovely Thaxton 2d, Maryvale Farms, Youngstown, O.; junior champion female, Lespedeza Blossom 10th, Lespedeza Farm, Hickory Valley, Tenn.

(Milking Shorthorns)

Senior and grand champion bull, Queenston Duke, C. B. Wade, Orangeville, O.; junior champion bull, General Clyde Clay, Webb B. Smith, Fremont, O.; senior and grand champion female, Roan Duchess, Otis Herd; junior champion female, Waterloo Mistress, C. B. Wade.

WISCONSIN STATE FAIR

Senior champion bull, Master Bapton, Reynolds Bros., Lodi, Wis.; junior and grand champion bull, Bapton Prince, Reynolds Bros.; senior and grand champion female, Goldie's

Ruby 2d, Reynolds Bros.; junior champion female, Spicy Wimple, Reynolds Bros.

(Milking Shorthorns)

Senior champion bull, Gretna Prince George, Gretna Farm; junior and grand champion bull, Telluria Fame, R. W. Lamb & Son, Janesville, Wis.; senior champion female, Charming Minnie, Gretna Farm; junior and grand champion female, Kitty of Rock Prairie, R. W. Lamb & Son.

MISSOURI CENTENNIAL EXPOSITION (Sedalia)

Senior and grand champion bull, Maxwalton Rodney, Glenwild Plantation, Grenada, Miss.; junior champion bull, Good Sultan, Ewing Bros., Morrisville, Mo.; senior and grand champion female, Cumberland Best 2d, Joseph Miller & Sons, Granger, Mo.; junior champion female, Haylands Lady Dorothy, Glenwild Plantation.

NEBRASKA STATE FAIR

Senior champion bull, Villager's Model, S. A. Nelson & Sons, Malcolm, Neb.; junior and grand champion bull, Villager's Gloster, F. W. Retzlaff & Son, Walton, Neb.; senior and grand champion female, Cumberland Best 2d, Joseph Miller & Sons; Junior champion female, Golden Mary, Owen Kane.

MINNESOTA STATE FAIR

Senior champion bull, Torchbearer, B. W. Aylor; junior and grand champion bull, Snow Bird, McCone Bros., Redfield, S. D.; senior and grand champion female, Lady Clara 9th, S. G. Eliason; junior champion female, Lady Clara 18th, S. G. Eliason.

(Milking Shorthorns)

Senior and grand champion bull, Balmie Welfare, Finlay McMartin & Sons, Claremont, Minn.; junior champion bull, Welfare Reserve, Finlay McMartin & Sons; senior and grand champion female, Meadowrue 3d, Finlay McMartin & Sons; junior champion female, Jeweler's Duchess, Palmer Farming Co., Euclid, Minn.

INDIANA STATE FAIR

Senior and Grand champion bull, Maxwalton Monarch, Carpenter & Ross; junior champion bull, Lespedeza Sultan 2d, Lespedeza Farm; senior and grand champion female, Haylands Lady Dorothy, Glenwild Plantation, Grenada, Miss.; junior champion female, Edglink Violet 2d, R. R. Brennan, Kendallville, Ind.

KANSAS FREE FAIR (Topeka)

Senior and grand champion bull, Bapton Corporal, Parke E. Salter, Augusta, Kans.; junior champion bull, Park Place Corporal, Parke E. Salter, Augusta, Kans.; senior champion female, Cumberland Bess 2d, Jos. Miller & Sons, Granger, Mo.; junior and grand champion female, Augusta 116th, Tomson Bros., Wakarusa, Kans.

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Courtesy R. W. Everett, Pisgah Forest, N. C.

Public Sales

WEST SACRAMENTO, CAL., MAY 25. CALEDONIA FARMS

	Sold for.	Average.
10 bulls.....	\$.....	\$ 251
40 females.....	278
50 head.....	275
Top bull, Aberdeen Archer 2d	335
Top female, Fayette Countess	275
2d and bc.....	600

LONDON, OHIO, JUNE 1.

MADISON COUNTY (OHIO) SHORTHORN BREEDERS ASSOCIATION

	Sold for.	Average.
39 head.....	\$.....	\$ 137
Top bull, Roan Commander.	205
Top female, Matchless Kate	360
and cc.....	360

YELLOW SPRINGS, OHIO, JUNE 2.

	Sold for.	Average.
28 head.....	\$.....	\$ 153
Top bull, Hedgewood Major 2d	225
Top female, Rosewood Manor	350

KANKAKEE, ILL., JUNE 6.

	Sold for.	Average.
36 head.....	\$ 5,835	\$ 161
Top bull, Oakwood Royal....	200
Top female, Lady Mistletoe...	425

SHOREHAM, VT., JUNE 9.

	Sold for.	Average.
6 bulls.....	\$.....	\$ 110
30 females.....	183
36 head.....	171
Top bull, Satisfaction.....	150
Top female, Milkmaid 2d....	380

CADIZ, OHIO, JUNE 11.

	Sold for.	Average.
60 head.....	\$14,590	\$ 243
Top bull, Augusta Peer (imp.)	300
Top females, Village Maid 3d	800
and Bard's Maid, each..	800

TROY, PA., JUNE 11.

	Sold for.	Average.
80 head.....	\$41,265	\$ 516
Top bull, Glendale Hero....	850
Top female, Minnie of Glen-	4,000
side	4,000

ELLCOTT CITY, MD., JUNE 13.

	Sold for.	Average.
57 head.....	\$15,495	\$ 272
Top bull, Manor Model.....	1,100
Top female, Magic Lady	1,150
(imp.)	1,150

NEWCASTLE, PA., JUNE 13.

	Sold for.	Average.
10 bulls.....	\$.....	\$ 229
59 head.....	20,495	347
Top bull, Faithful Baron....	575
Top female, Maxwalton Rose-	1,600
wood 12th and cc.....	1,600

COLUMBUS GROVE, OHIO, JUNE 14.

	Sold for.	Average.
50 head.....	\$.....	\$ 240
Top bull, White Cumberland.	700
Top female, Rosemary's Gem.	600

DELPHI, IND., JUNE 14.

	Sold for.	Average.
8 bulls.....	\$.....	\$ 130
23 females.....	111
31 head.....	116
Top bull, Royal Champion	230
(imp.)	230
Top female, Rose.....	300

WILLOUGHBY, OHIO, JUNE 15.

	Sold for.	Average.
33 females.....	\$.....	\$ 397
33 head.....	13,860	397
39 females.....	371
Top bull, Lee Clyde.....	400
Top female, Billing's Rose..	2,500

REDFIELD, S. DAK., JUNE 15.

	Sold for.	Average.
31 females.....	\$.....	\$ 176
Top female, Type's Duchess..	735

GALESBURG, ILL., JUNE 16.

	Sold for.	Average.
60 head.....	\$.....	\$ 140
Top bulls, Wardland Pride and	335
Emma's Pride, each.....	335
Top female, Winifred Mina 3d	335

OAKLEY, ILL., June 17.

	Sold for.	Average.
34 head.....	\$ 6,415	\$ 188
Top female, Aldbro Missie	575
16th	575

COLUMBIA, TENN., JUNE 20-21.

	Sold for.	Average.
14 bulls.....	\$.....	\$ 194
49 females.....	174
63 head.....	179
Top bull, Spency Champion 2d	1,200
Top female, Red Model.....	615

BRITT, IOWA, JUNE 21.

	Sold for.	Average.
38 females.....	\$12,880	\$ 241
Top female, Clipper Charity..	640

BRITT, IOWA, JUNE 21.

	Sold for.	Average.
Total no. of head.....	\$.....	\$ 147
Top female, Zoe's Clipper 15th	245

DES MOINES IOWA, JUNE 23.

	Sold for.	Average.
27 head.....	\$ 5,210	\$ 193
Top bull, Collynie Baron....	500
Top female, Clara Mine 3d..	360

LAKE GENEVA, WIS., JULY 7.

	Sold for.	Average.
4 bulls.....	\$.....	\$ 225
23 females.....	7,690

Associations

ALABAMA

Alabama Shorthorn Breeders' Association, I. V. Legg, Secretary, Eutaw, Ala.
Southern Shorthorn Breeders' Association, Thornton J. Wood, Secretary, Troy, Ala.

ARKANSAS.

Arkansas Shorthorn Breeders' Association, Conway Scott, Secretary, Scotts, Ark.
The Northwestern Arkansas Shorthorn Breeders' Association, A. T. Lewis, Secretary, Fayetteville, Ark.
West Central Arkansas Shorthorn Breeders' Association, K. E. Hudson, Secretary, Charleston, Ark.

CALIFORNIA.

California Shorthorn Breeders' Association, David J. Stollery, Secretary, San Francisco, Cal.
Glenn County Shorthorn Breeders' Association, Ernest V. Eibe, Secretary, Butte City, Cal.

COLORADO.

Elbert County Shorthorn Association, C. A. Melburn, Secretary, Elbert, Colo.
The Northwestern Colorado Shorthorn Association, T. J. Miller, Secretary, Littleton, Colo.
Western Shorthorn Breeders' Association, R. D. Warnock, Secretary, Loveland, Colo.

GEORGIA.

Georgia Shorthorn Breeders' Association, T. G. Chastain, Secretary, Atlanta, Ga.

IDAHO.

Boise Valley Shorthorn Breeders' Association, Chas. Howard, Secretary, Caldwell, Idaho.

Canyon County (Idaho) Shorthorn Breeders' Association, Charles Howard, Secretary, Caldwell, Idaho.

Lemhi County Shorthorn Breeders' Association, Chas. A. Norton, Secretary, Salmon, Idaho.

Mini-Cassia Shorthorn Breeders' Association, Charles Uhlig, Secretary, Churchill, Idaho.

Nezperce County Shorthorn Breeders' Association, H. L. Stafford, Secretary, Lenore, Idaho.

Payette Valley Shorthorn Breeders' Association, Elton Webb, Secretary, New Plymouth, Idaho.

Southern Idaho Shorthorn Breeders' Association, H. H. Schildman, Secretary, Filer, Idaho.

Southeastern Idaho Shorthorn Breeders' Association, R. A. Parsons, Secretary, Blackfoot, Idaho.

The Bingham County Shorthorn Breeders' Association, R. A. Parsons, Secretary, Blackfoot, Idaho.

The Twin Falls North and South Side Shorthorn Association, Bruce Requa, Secretary, Kimberly, Idaho.

ILLINOIS.

Bureau County Shorthorn Breeders' Association, W. W. Wilson, Secretary, Princeton, Ill.

Champaign County Shorthorn Breeders' Association, J. W. Watson, Secretary, Champaign, Ill.

Clark County Shorthorn Breeders' Association, B. H. Emrich, Secretary, Casey, Ill.

Christian County Shorthorn Breeders' Association, T. A. Ostermeier, Secretary, Edinburg, Ill.

Cornbelt Shorthorn Breeders' Association, C. E. Hollis, Secretary, Heyworth, Ill.

Henderson County Shorthorn Breeders' Association, J. Howard Miner, Secretary, Stronghurst, Ill.

Illinois Shorthorn Breeders' Association, C. J. McMaster, Secretary, Altona, Ill.

Kankakee County Shorthorn Breeders' Association, John S. Collier, Secretary, Kankakee, Ill.

La Salle County Shorthorn Breeders' Association, R. E. Ebner, Secretary, Tonica, Ill.

Lee County Shorthorn Breeders' Association, M. J. Kent, Secretary, Amboy, Ill.

McLean County Shorthorn Breeders' Association, Ebon C. Jones, Secretary, Bloomington, Ill.

Peoria County Shorthorn Breeders' Association, Wm. E. Hedgcock, Secretary, Peoria, Ill.

Piatt County Shorthorn Breeders' Association, A. H. Gross, Secretary, Atwood, Ill.

Shelby County Shorthorn Breeders' Association, C. C. Firebaugh, Secretary, Windsor, Ill.

Tazewell County Shorthorn Breeders' Association, C. G. Starr, Secretary, Pekin, Ill.

The Central Illinois Shorthorn Breeders' Association, William Stewart, Secretary, Paris, Ill.

Tri-County Shorthorn Breeders' Association, Winnebago, Ogle, and Stephenson Counties, H. E. Weaver, Secretary, Dakota, Ill.

Vermilion County Breeders' Association, Chas. N. Leemon, Secretary, Hoopeston, Ill.

Warren County Shorthorn Breeders' Association, Ralph Wells, Secretary, Monmouth, Ill.

Will County Shorthorn Breeders' Association, Fred A. Francis, Secretary, New Association, H. L. Montgomery, Secretary, Lenox, Ill.

INDIANA.

Anderson District Shorthorn Breeders' Summitville, Ind.

Carroll County Shorthorn Breeders' Association, Roy Martin, Secretary, Delphi, Ind.

Fort Wayne Shorthorn Breeders' Association, Charles H. Hartung, Secretary, Hometown, Ind.

Fountain County Shorthorn Breeders' Association, William Coats, Secretary, Veedersburg, Ind.

Hamilton County Shorthorn Breeders' Association, H. T. Fryback, Secretary, Warren, Ind.

Indiana Shorthorn Breeders' Association, W. B. Krueck, Secretary, Lafayette, Ind.

Jasper County Shorthorn Breeders' Association, John Parkinson, Secretary, Rensselaer, Ind.

Jay County Shorthorn Breeders' Association, W. R. Hiatt, Secretary, Portland, Ind.

Jefferson County Shorthorn Breeders' Association, E. Schurman, Secretary, Madison, Ind.

Johnson County Shorthorn Breeders' Association, Harry George, Secretary, Franklin, Ind.

Knightstown District Shorthorn Breeders' Association, Robert Vandenbark, Secretary, Greenfield, Ind.

Kosciusko County Shorthorn Breeders' Association, L. E. Wyland, Secretary, Warsaw, Ind.

Laporte County Shorthorn Breeders' Association, Julius Travis, Secretary, Laporte, Ind.

Logansport District Shorthorn Breeders' Association, Maurice Winn, Secretary, Lucerne, Ind.

Morgan County Shorthorn Breeders' Association, E. F. Harvey, Secretary, Mooresville, Ind.

Pulaski County Shorthorn Breeders' Association, John Selmer, Secretary, Medaryville, Ind.

Porter County Shorthorn Breeders' Association, C. W. Applegate, Secretary, Hebron, Ind.

The Kokomo District Shorthorn Breeders' Association, W. A. Jones, Secretary, Flora, Ind.

Tippecanoe County Shorthorn Breeders' Association, Warren Throckmorton, Secretary, Lafayette, Ind.

Tipton County Shorthorn Breeders' Association, H. A. Binkley, Secretary, Tipton, Ind.

Vincennes Interstate Shorthorn Breeders' Association, Prentice Ruble, Secretary, Vincennes, Ind.

Western Indiana Shorthorn Breeders' Association, W. O. Smith, Secretary, Oxford, Ind.

White County Shorthorn Breeders' Association, A. F. Nagel, Secretary, Chalmers, Ind.

IOWA.

Adams County Shorthorn Breeders' Association, E. S. Leonard, Secretary, Corning, Iowa.

Blackhawk County Shorthorn Breeders' Association, W. D. Strayer, Secretary, Hudson, Iowa.

Buchanan County Shorthorn Breeders' Association, R. T. Lee, Secretary, Independence, Iowa.

Clayton County Shorthorn Breeders' Association, M. F. McNowen, Secretary, Elkader, Iowa.

Clinton County Shorthorn Breeders' Association, L. O. Wise, Secretary, DeWitt, Iowa.

Hamilton County Shorthorn Breeders' Association, Chris. Christensen, Secretary, Webster City, Iowa.

Henry County Shorthorn Breeders' Association, Don E. Fish, Secretary, Mt. Pleasant, Iowa.

Interstate Shorthorn Breeders' Association, J. E. Halsey, Secretary, Sioux City, Iowa.

Iowa Shorthorn Breeders' Association, Mrs. E. R. Silliman, Secretary, Colo, Iowa.

Jackson County Shorthorn Breeders' Association, W. H. Williamson, Secretary, Maquoketa, Iowa.

Linn County Shorthorn Breeders' Association, M. A. Lindsay, Secretary, Wapello, Iowa.

Madison County Shorthorn Breeders' Association, O. E. Husted, Secretary, St. Charles, Iowa.

Marshall County Shorthorn Breeders' Association, C. S. Lewis, Secretary, Marshalltown, Iowa.

Wapello County Shorthorn Breeders' Association, C. R. Scott, Secretary, Ottumwa, Iowa.

KANSAS.

Chase County Shorthorn Breeders' Association, Frank Yeager, Secretary, Bazaar, Kan.

Comanche County Shorthorn Breeders' Association, E. S. Dale, Secretary, Protection, Kan.

Harper County Shorthorn Breeders' Association, M. V. Stanley, Secretary, Anthony, Kan.

Labette County Shorthorn Breeders' Association, F. B. Campbell, Secretary, Altamont, Kan.

Lyon County Shorthorn Breeders' Association, I. T. Richardson, Secretary, Emporia, Kan.

Shawnee County Breeders' Association, Frank Blecha, Secretary, Topeka, Kan.

KENTUCKY.

Kentucky Shorthorn Breeders' Association, R. T. Judy, Secretary, Sharpsburg, Ky.

Maysville District Shorthorn Breeders' Association, F. McIntyre, Secretary, Maysville, Ky.

LOUISIANA.

Louisiana Shorthorn Breeders' Association, G. C. Chapman, Secretary, DeRidder, La.

Interstate Shorthorn Breeders' Association, E. H. Westfall, Secretary, Richards, Me.

Maine Shorthorn Breeders' Association, A. H. Ellis, Secretary, Fairfield, Me.

MICHIGAN.

Barry County Shorthorn Breeders' Association, W. L. Thorpe, Secretary, Milo, Mich.

Central Michigan Shorthorn Breeders' Association, Oscar Skinner, Secretary, Gowen, Mich.

Clinton County Shorthorn Breeders' Association, Ralph Bottum, Secretary, St. Johns, Mich.

Eaton County Shorthorn Breeders' Association, Laurence P. Otto, Secretary, Charlotte, Mich.

Genesee County Shorthorn Breeders' Association, Ray E. Potter, Secretary, Davison, Mich.

Kent County Shorthorn Breeders' Association, L. H. Leonard, Secretary, Caledonia, Mich.

Macomb County Shorthorn Breeders' Association, W. Lyons, Secretary, Armada, Mich.

Mason County Shorthorn Breeders' Association, D. E. Sherburn, Secretary, Scottville, Mich.

Michigan Shorthorn Breeders' Association, W. E. J. Edwards, Secretary, East Lansing, Mich.

North West Michigan Shorthorn Breeders' Association, Roy Zimmerman, Secretary, Traverse City, Mich.

Northern Michigan Shorthorn Breeders' Association, S. S. Pickett, Secretary, Petoskey, Mich.

Osceola County Shorthorn Breeders' Association, John Schmidt, Secretary, Reed City, Mich.

Southern Michigan Shorthorn Breeders' Association, John Southworth, Secretary, Allen, Mich.

St. Joseph Valley Shorthorn Breeders' Association, A. Hagenbuch, Secretary, Three Rivers, Mich.

Van Buren County Shorthorn Breeders' Association, Frank Bailey, Secretary, Hartford, Mich.

MILKING SHORTHORNS.

Milking Shorthorn Society, Roy A. Cook, Secretary, Independence, Iowa.

MINNESOTA.

Houston County Shorthorn Breeders' Association, C. T. Roverud, Secretary, Spring Grove, Minn.

Minnesota Shorthorn Breeders' Association, Leslie Smith, Secretary, St. Cloud, Minn.

MISSISSIPPI.

Mississippi Shorthorn Breeders' Association, C. G. Bingham, Secretary, Carrollton, Miss.

MISSOURI.

Adair County Shorthorn Breeders' Association, Ollin Drennan, Secretary, Kirksville, Mo.

Andrews County Shorthorn Breeders' Association, Harry R. Coffey, Secretary, Savannah, Mo.

Atchison County Shorthorn Breeders' Association, H. R. Volker, Secretary, Tarkio, Mo.

Cape Girardeau County Shorthorn Breeders' Association, Adolph E. Kies, Secretary, Jackson, Mo.

Cass County Shorthorn Breeders' Association, Mac Bradley, Secretary, Harrisonville, Mo.

Central Shorthorn Breeders' Association, John A. Forsythe, Secretary, Greenwood, Mo.

Copper County Shorthorn Breeders' Association, Ben N. Smith, Secretary, Bunce-ton, Mo.

Gallaway County Shorthorn Breeders' Association, E. Sheley, Secretary, New Bloomfield, Mo.

Interstate Shorthorn Breeders' Association of Kansas and Missouri, E. H. Westfall, Secretary, Richards, Mo.

Jasper County Shorthorn Breeders' Association, Cowgill Blair, Secretary, Joplin, Mo.

Johnson County Shorthorn Breeders' Association, F. A. Gougler, Secretary, Warrensville, Mo.

Lafayette County Shorthorn Breeders' Association, F. W. Caldwell, Secretary, Higginsville, Mo.

Macon County Shorthorn Breeders' Association, J. F. Richards, Secretary, Bevier, Mo.

Monroe City Shorthorn Breeders' Association, Warren Fuqua, Correspondent, Monroe City, Mo.

Nodaway County Shorthorn Breeders' Association, Lawrence Ogden, Secretary, Maryville, Mo.

Ray County Shorthorn Breeders' Association, E. L. Willeford, Secretary, Richmond, Mo.

The Southwest Missouri Shorthorn Breeders' Association, Clinton Marbut, Secretary, Verona, Mo.

MONTANA.

Montana Shorthorn Breeders' Association, Wayne W. Wheeler, Secretary, Great Falls, Mont.

NEBRASKA.

Gage County Shorthorn Breeders' Association, S. F. Miller, Secretary, Holmesville, Neb.

Highline Shorthorn Breeders' Association, Jos. Hicks, Secretary, Farnam, Neb.

Keith County Shorthorn Breeders' Association, B. W. Sheldon, Secretary, Ogallala, Neb.

Lancaster County Shorthorn Breeders' Association, N. Norland, Secretary, Lincoln, Neb.

PHELPS County Shorthorn Breeders' Association, Sidney Pierce, Secretary, Atlanta, Neb.

Seward County Shorthorn Breeders' Association, L. C. Christie, Secretary, Seward, Neb.

Southwest Nebraska Shorthorn Breeders' Association, Frank Carver, Secretary, Cambridge, Neb.

The Republican Valley Shorthorn Breeders' Association, C. W. Kelley, Secretary, McCook, Neb.

NEW ENGLAND STATES.

Eastern Shorthorn Breeders' Association, W. Arthur Simpson, Secretary, Lyndonville, Vt.

NORTH CAROLINA.

Jackson County Shorthorn Breeders' Association, Harry E. Buchanan, Secretary, Sylva, N. C.

NORTH DAKOTA.

Bottineau County Shorthorn Breeders' Association, J. M. Humphreys, Secretary, Bottineau, N. D.

Lake Region Shorthorn Breeders' Association, William Guy, Secretary, Devils Lake, N. D.

Missouri-Yellowstone Valley Shorthorn Breeders' Association, A. F. Berg, Secretary, Williston, N. D.

North Dakota Shorthorn Breeders' Association, W. F. LaGrange, Secretary, Agricultural College, N. D.

Richland County Shorthorn Breeders' Association, J. A. Barner, Secretary, Fairmont, N. D.

Sheridan County Breeders' Association, P. H. Jardeau, Secretary, McClusky, N. D.

OHIO.

Adams County Shorthorn Breeders' Association, L. D. Wittenmyer, Secretary, Peebles, Ohio.

Ashland County Shorthorn Breeders' Association, Ralph Ekey, Secretary, Ashland, Ohio.

Auglaize County Shorthorn Breeders' Association, O. A. Bowsher, Secretary, Wapakoneta, Ohio.

Belmont County Shorthorn Breeders' Association, W. W. Watson, Secretary, Fairpoint, Ohio.

Brown County Shorthorn Breeders' Association, W. B. Holton, Secretary, Ripley, Ohio.

Carroll County Shorthorn Breeders' Association, John C. Long, Secretary, Carrollton, Ohio.

Champaign County Shorthorn Breeders' Association, George M. Lincoln, Secretary, North Lewisburg, Ohio.

Coshocton County Shorthorn Breeders' Association, Jay Lawrence, Secretary, Coshocton, Ohio.

Crawford County Shorthorn Breeders' Association, O. W. Angene, Secretary, Bucyrus, Ohio.

Darke County Shorthorn Breeders' Association, Charles Dangler, Secretary, Greenville, Ohio.

Fairfield County Shorthorn Breeders' Association, Geo. W. Brandt, Secretary, Carroll, Ohio.

Galla County Shorthorn Breeders' Association, John Boatman, Secretary, Cheshire, Ohio.

Greene County Shorthorn Breeders' Association, E. N. Shoup, Secretary, Xenia, Ohio.

Hancock County Shorthorn Breeders' Association, B. B. Brumley, Secretary, McComb, Ohio.

Hardin County Shorthorn Breeders' Association, Roy Pickering, Secretary, Kenton, Ohio.

Harrison County Shorthorn Breeders' Association, J. G. Lyle, Secretary, Cadiz, Ohio.

Henry County Shorthorn Breeders' Association, C. C. Connolly, Secretary, Napoleon, Ohio.

Highland County Shorthorn Breeders' Association, R. L. West, Secretary, Hillsboro, Ohio.

Jefferson County Shorthorn Breeders' Association, J. P. Mills, Secretary, Adena, Ohio.

Knox County Shorthorn Breeders' Association, Breece Brothers, Secretary, Mt. Vernon, Ohio.

Licking County Shorthorn Breeders' Association, J. F. Zimmer, Secretary, Granville, Ohio.

Lucas County Shorthorn Breeders' Association, Daniel Bucher, Waterville, Ohio.

Logan County Shorthorn Breeders' Association, Harry Kilgore, Secretary, Rushsylvania, Ohio.

Madison County Shorthorn Breeders' Association, J. J. Yerian, Secretary, London, Ohio.

Mahoning County Shorthorn Breeders' Association, A. R. Dickson, Secretary, Ellsworth Station, Ohio.

Marion County Shorthorn Breeders' Association, Homer Meyers, Secretary, Prospect, Ohio.

Meigs County Shorthorn Breeders' Association, Guy F. Larkin, Secretary, Middleport, Ohio.

Mercer County Shorthorn Breeders' Association, William Wiley, Secretary, Coldwater, Ohio.

Miami County Shorthorn Breeders' Association, Edwin Wilson, Secretary, Troy, Ohio.

Monroe County Shorthorn Breeders' Association, Leo R. Burkhart, Secretary, Woodsfield, Ohio.

Morgan County Shorthorn Breeders' Association, Charles C. Thomas, Secretary, Chesterville, Ohio.

Morrow County Shorthorn Breeders' Association, H. M. Gates, Secretary, Cardington, Ohio.

New London District Shorthorn Breeders' Association, E. C. Schibley, Secretary, Amherst, Ohio.

Ohio Shorthorn Breeders' Association, W. C. Rosenberger, Secretary, Tiffin, Ohio.

Perry County Shorthorn Breeders' Association, B. L. Daugherty, Secretary, Somerset, Ohio.

Pickaway County Shorthorn Breeders' Association, Carl Hurst, Secretary, Williamsport, Ohio.

Richard County Shorthorn Breeders' Association, Charles W. McBride, Secretary, Mansfield, Ohio.

Sandusky County Shorthorn Breeders' Association, Fred Neeb, Secretary, Lindsay, Ohio.

Seneca County Shorthorn Breeders' Association, N. B. Flack, Secretary, Postoria, Ohio.

Sciota County Shorthorn Breeders' Association, H. C. Folk, Secretary, Louisville, Ohio.

The Columblana County Shorthorn Breeders' Association, W. S. Binsley, Secretary, Lisbon, Ohio.

Union and Franklin County Shorthorn Breeders' Association, H. C. Robey, Secretary, Plain City, Ohio.

Williams County Shorthorn Breeders' Association, T. E. Mass, Secretary, West Unity, Ohio.

Wyandotte County Shorthorn Breeders' Association, Paul Smith, Secretary, Upper Sandusky, Ohio.

OKLAHOMA.

Alfalfa County Shorthorn Breeders' Association, P. R. Herold, Secretary, Byron, Okla.

Custer County Shorthorn Breeders' Association, R. B. Strong, Secretary, Arapahoe, Okla.

Garfield County Shorthorn Breeders' Association, A. E. Wade, Secretary, Douglas, Okla.

Grady County Shorthorn Breeders' Association, J. W. Kunkel, Secretary, Pocasset, Okla.

Grant County Shorthorn Breeders' Association, E. R. Lawrence, Secretary, Medford, Okla.

Kay County Shorthorn Breeders' Association, J. F. Riddle, Secretary, Newark, Okla.

Kingfisher County Shorthorn Breeders' Association, O. B. Acton, Secretary, Lovell, Okla.

Oklahoma Shorthorn Breeders' Association, R. N. Brittan, Secretary, Waukomis, Okla.

OREGON.

Northwest Shorthorn Breeders' Association, E. L. Potter, Secretary, Corvallis, Ore.

PENNSYLVANIA.

Brush Valley Shorthorn Breeders' Association, M. C. Stewart, Secretary, Indiana County, Pa.

Southwestern Pennsylvania Shorthorn

Breeders' Association, R. L. Munce, Secretary, Washington, Pa.

The New Florence Shorthorn Breeders' Association, S. T. Ford, Secretary, New Florence, Pa.

The Northwestern Pennsylvania Shorthorn Breeders' Association, M. Schaffner, Secretary, Erie, Pa.

Western Central Pennsylvania Shorthorn Breeders' Association, W. T. McCoy, Secretary, Mercer, Pa.

SOUTH DAKOTA.

Hand County Shorthorn Breeders' Association, H. E. Aicher, Secretary, Miller, S. D.

Kingsbury County Shorthorn Breeders' Association, W. L. Howard, Secretary, Manchester, S. D.

Lake County Shorthorn Breeders' Association, R. J. Baxter, Secretary, Madison, S. D.

South Dakota Shorthorn Breeders' Association, D. E. McMonies, Secretary, Huron, S. D.

West River Shorthorn Breeders' Association, P. M. Smith, Secretary, Draper, S. D.

TENNESSEE.

Tennessee Shorthorn Breeders' Association, L. A. Richardson, Secretary, Knoxville, Tenn.

The West Tennessee and Kentucky Shorthorn Breeders' Association, J. B. Carpenter, Secretary, Dyersburg, Tenn.

TEXAS.

Texas Shorthorn Breeders' Association, Louia B. Brown, Secretary, Smithfield, Texas.

VERMONT.

Addison County Shorthorn Breeders' Association, C. S. James, Secretary, Middlebury, Vt.

VIRGINIA.

Augusta County Shorthorn Breeders' Association, H. E. Coiner, Secretary, Swoope, Va.

Page County Shorthorn Breeders' Association, John G. Grove, Secretary, Luray, Va.

Rockingham County Shorthorn Breeders' Association, G. F. Holsinger, Secretary, Magakeysville, Va.

Shenandoah Valley Shorthorn Breeders' Association, B. A. Warriner, Secretary, Woodstock, Va.

Southwestern Virginia Shorthorn Association, W. R. Crockett, Secretary, Draper, Va.

Virginia Shorthorn Breeders' Association, John C. Cather, Secretary, Winchester, Va.

WEST VIRGINIA.

Greenbrier County Shorthorn Breeders' Association, R. H. Tuckwiller, Secretary, Lewisburg, W. Va.

West Virginia Shorthorn Breeders' Association, R. H. Tuckwiller, Secretary, Lewisburg, W. Va.

WISCONSIN.

Buffalo County Shorthorn Breeders' Association, Oscar A. Hitt, Secretary, Alma, Wis.

Chippewa County Shorthorn Breeders' Association, P. D. Southworth, Secretary, Chippewa Falls, Wis.

Crawford County Shorthorn Breeders' Association, G. H. DiVall, Secretary, Wauzeka, Wis.

Dodge County Shorthorn Breeders' Association, Albert Maurer, Secretary, Fox Lake, Wis.

Grant County Shorthorn Breeders' Association, L. D. Eastman, Secretary, Lancaster, Wis.

Juneau County Shorthorn Breeders' Association, J. H. McNown, Secretary, Mauston, Wis.

LaCrosse County Shorthorn Breeders' Association, W. E. Spreiter, Secretary, Onalaska, Wis.

Marquette County Shorthorn Breeders' Association, James E. Hamilton, Secretary, Westfield, Wis.

Pierce County Shorthorn Breeders' Association, P. N. Collins, Secretary, River Falls, Wis.

Polk County Shorthorn Breeders' Association, Henry Peterson, Secretary, Centuria, Wis.

Rock County Shorthorn Breeders' Association, J. J. McCann, Secretary, Janesville, Wis.

Sauk County Shorthorn Breeders' Association, Frank Morley, Secretary, Baraboo, Wis.

Trempealeau County Shorthorn Breeders' Association, G. M. Wiley, Secretary, Galesville, Wis.

Wisconsin Shorthorn Breeders' Association, C. H. Rhodes, Secretary, Kansasville, Wis.

AT SNI-A-BAR FARM

GRAIN VALLEY, MO. OCTOBER 12-13

25 Miles East of Kansas City

Purebred Sire Demonstration

Field Show

Shorthorn Auction

\$5,000 IN PRIZES

STRICTLY HIGH-CLASS SALE OFFERING

The Sire Demonstration occurs the forenoon of October 12, Field Show in which many herds from all parts of the country will compete in the afternoon and on the following morning. The auction sale will be held the afternoon of the 13th.

This is the outstanding event in strictly Shorthorn circles this season. Prominent speakers will discuss the most interesting phases of the Sire Demonstration

THE SALE OFFERING

35 females, carefully selected and suitable for foundation seed for high-class herds; 10 bulls of real herd-heading sorts, all richly bred and representing the get of leading sires and the more fashionable families, consigned by the following breeders:

TOMSON BROS., Dover and Wakarusa, Kan.

T. J. SANDS, Robinson, Kan.

BLUEMONT FARMS, Manhattan, Kan.

PARK E. SALTER, Augusta, Kan.

T. J. DAWE & SON Troy, Kan.

JOSEPH MILLER & SONS, Granger, Mo.

J. W. McDERMOTT, Kahoka, Mo.

EWING BROS., Morrisville, Mo.

D. M. GREGG, Harrisonville, Mo.

FRED C. MERRY, Kansas City, Mo.

A. W. PEET, Kansas City, Mo.

T. F. PAYNE & SONS, Parnell, Mo.

A. O. STANLEY, Sheridan, Mo.

F. R. McDERMAND, Kansas City, Mo.

W. A. FORSYTHE & SON, Greenwood, Mo.

W. F. Rapp, St. Edward, Nebr.

This sale will be a buyer's opportunity for the selection of outstanding breeding animals combining the best of individuality and bloodlines.

The sale is held under the auspices of the Breeders' Association.

W. A. COCHEL, Manager, Baltimore Hotel, Kansas City, Mo.

JESS C. ANDREW, West Point, Ind., Judge.

CAREY M. JONES and A. W. THOMPSON, Auctioneers.

Remember the dates: Wednesday and Thursday, October 12-13.

Keep These Shows in Mind

California National Livestock Show, San Francisco, October 22-30;

Western Royal Livestock Show, Spokane, Wash., October 27-November 2;

Pacific-International Livestock Exposition, Portland, Ore., November 5-12;

International Livestock Exposition, Chicago, Ill., November 26-December 3;

And various shows and fairs through the southern states.

American Shorthorn Breeders' Association
13 Dexter Park Ave., Chicago, Ill.